



# PURE ROMANCE

*empower. educate. entertain.*





PURE ROMANCE

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**COMPANY PROFILE**  
2019





PURE ROMANCE  
Natarsha Sanchez \$12,000  
Superstar Bonus Party of One

PURE ROMANCE  
Carrie Moritz \$12,000  
Superstar Bonus Party of One

PURE ROMANCE  
Crystal B...  
Superstar Bo...

## **FOUNDER & CHAIRWOMAN PATTY BRISBEN STARTED PURE ROMANCE FROM THE BASEMENT OF HER SUBURBAN OHIO HOME IN 1993.**

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Using the latest sexual health education, the best in must-have beauty products, and the hottest bedroom accessories, Patty empowered, educated, and entertained the women at her parties—helping them fulfill their desires while offering them the chance to own their own business and achieve their dreams exactly the way she did.

Today, we're still all about empowering, educating, and entertaining women—the only difference? We're doing it on a much larger scale than we ever could have imagined. As Pure Romance continued to grow, Patty was joined by her son, CEO & President Chris Cicchinelli, in 2000. Together, they've transformed Pure Romance into a \$250 million company with 30,000 active Consultants all over the world. Those Consultants, located in the United States, South Africa, Canada, Puerto Rico, New Zealand, and Australia, all inspire women to enhance their intimate lives, take charge of their sexual health, and just maybe, take a leap and start a life-changing career.

At its core, Pure Romance is a company that strives to improve the lives of women. Through talking to thousands of women each year, Patty realized the crucial need for more education, research, and community awareness about women's sexual health, something that's essential to every woman's well-being. To respond to that need, in 2005, Patty established the Patty Brisben Foundation for Women's Sexual Health. This nonprofit organization funds clinical research and education for women's sexual health, aiming to raise awareness about these sensitive subjects while working with health care providers to help them improve the quality of life for women everywhere.

In addition, Chris and his wife Jessica launched the Living With Change Foundation in 2018, in partnership with Cincinnati Children's Hospital to bring a Center of Excellence for LGBT Health to Cincinnati.

The foundation has four focus areas: family support, safe schools, safe workspaces, and policy. Living With Change offers resources and programs for parents, partners with Cincinnati Public Schools to provide training for principals, superintendents, teachers, and classrooms, creates better workplaces for transgender people by offering corporate training to businesses in the region, and advocates the right for transgender youth to have equal access to safe schools, public places, and health care.



## **PATTY BRISBEN** **FOUNDER & CHAIRWOMAN**

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Since founding Pure Romance in 1993, Patty's drive to empower and educate women and her truly inspiring leadership abilities have transformed the company into a multi-million dollar international business. This has made Pure Romance one of the industry's foremost companies, as well as a credible resource for women's sexual health education.

It all began in 1983, when Patty was working as a medical assistant. Inspired by a segment she saw on a daytime talk show featuring women working as in-home direct sales Consultants selling intimacy products, this single mother of four decided right then and there to take the leap and get involved—to make more time for her children and ultimately, to improve the quality of their lives. Her success was so apparent that after just one year, she quit her job to pursue her newfound passion as a full-time Consultant.

Following 10 productive years as a top sales earner, the company she represented shut its doors. Patty became determined to apply her success toward her own new venture. She took \$5,000 out of the bank and provided a new opportunity to the 55 Consultants who were left stranded when the previous company folded. Patty's dream came to life when she launched Slumber Parties from her home basement, the company that would later be known as Pure Romance.

The company experienced explosive growth over the next few years, becoming a leader in the direct-sales industry's intimacy category and a powerful resource for women looking to take control of their sexuality and finances. Today, Pure Romance has an extensive network of more than 30,000 Consultants across the United States, Australia, New Zealand, Canada, Puerto Rico, and South Africa, all of whom continue to be directly inspired and uplifted by Patty's vision.



## CHRIS CICCHINELLI PRESIDENT & CEO

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Chris is dedicated to teaching proven business techniques to each and every Pure Romance Consultant. In 2000, Chris joined his mother's company to assist her with the challenging task of developing longer-term brand marketing and business development strategies. Since then, Pure Romance, LLC has experienced explosive growth, including a remarkable expansion from 300 Consultants to today's 30,000 throughout the United States, Australia, New Zealand, Canada, Puerto Rico, and South Africa. Chris has transformed Pure Romance from a business that started in a basement to a multi-million dollar brand leader in the global direct selling industry.

Chris's business genius, personal enthusiasm, and strategic vision quickly set the trajectory for success that continues to this very day. In his capacity as President of Pure Romance, he oversees all day-to-day business operations including sales, marketing, product development, and distribution, with an emphasis on international territories. Additionally, Chris is a compelling force in continuously motivating the company's 100+ corporate employees and keeping them focused on his mother's vision of empowering women everywhere and shedding light on the issues most important to them.

When Chris isn't running the organization from its Cincinnati, Ohio headquarters, he is on the road more than 200 days a year. Traveling from city to city, he shares the Pure Romance message and opportunity with thousands of women each year—always with the personal touch instilled by his mother—to help each and every Consultant find purpose in their work and to guide them on the path to discovering their fullest potential.





## PATTY BRISBEN FOUNDATION *for* WOMEN'S SEXUAL HEALTH

The Patty Brisben Foundation serves to enhance women's sexual health and well-being through research and education. By focusing on four key areas that have a dramatic impact on women's sexual health—vulvovaginal pain disorders, intimacy-related sexual dysfunction after cancer treatments, the impact of perimenopause and menopause on sexual health, and libido and desire—we're able to provide support and fund research where it is needed most, to help improve the lives of the highest number of women.

The Patty Brisben Foundation began when Pure Romance Founder & Chairwoman Patty Brisben realized the difficulties women face when seeking relief and counsel for issues impacting their sexual well-being.

Every woman has the potential to be impacted by sexual health concerns. In fact, nearly half of all women experience sexual difficulties at some point in life. Despite this, most healthcare

providers receive very little training when it comes to sexuality, and even less in the area of female sexual health. Something has to change. Women need a voice; they need resources to turn to when faced with the challenges associated with sexual difficulties.

The Patty Brisben Foundation for Women's Sexual Health aims to lead that change by directing resources and funding research to advocate for women's sexual health and advance the understanding of the issues facing women's sexuality. To date, the foundation has raised over \$4 million for research and education.

As a 501(c)(3) non-profit, the foundation relies on fundraising, individual gifts, and corporate donations to do what it takes to help keep your sisters, friends, daughters, and granddaughters healthy, happy, and empowered today and every day.







Living With Change is 501(c)(3) nonprofit organization dedicated to supporting transgender youth and their families by providing education, resources, advocacy, and support while fostering confidence and acceptance through change.

In addition to these transgender youth services, Founders Chris and Jessica Cicchinelli hope to lead the charge toward a change in perspective and awareness to make our communities a safer, more inclusive place for transgender children. To accomplish this, Living With Change partners with schools to help ensure transgender youth are welcomed and accepted while working with politicians to change existing policies, prevent discriminatory ones, and promote initiatives that help transgender youth get an equal start in life.

While the organization takes its name from the process families of transgender youth experience when their child comes out as trans—learning to adapt to a new normal and accept your child

for who they are—Living With Change really found its beginnings with its namesake, LC Cicchinelli.

Chris and Jessica Cicchinelli realized how necessary it was to start Living With Change after experiencing first-hand the uncertainty and adversity many parents of transgender children face. While seeking care and treatment for their oldest daughter LC, the Cincinnati couple recognized many families didn't have that same luxury—going without puberty delaying treatments and even being placed on wait lists hundreds of patients long. Chris and Jessica hope the foundation will act as a stop gap for those families with transgender children in need of relevant medical care, transgender programs, and more.





## CONTACT US

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*Reach out anytime for additional info!*

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