

# SweetSpot Feminine Grooming



Need, is indeed, the mother of invention. Ladies, we know you don't wash your hair with toothpaste. Nor brush your teeth with shampoo. How is it possible that a woman's sweet spot is less deserving of the specialized offerings bestowed our face? Our teeth? Our hair?

At SweetSpot Labs we recognize the difference. We know that it is the sum of a series of on-purpose personal rituals that make women feel well. And we're here to give her intimate Grooming Esensuals. We tell our women to be deliberate in her care. To groom. Not only wash. To enhance, not hide. And not only will she reap the benefits of our especially gentle formulas and beneficial ingredients designed for Intimate Grooming, but she'll gain a sense of confidence through the deliberate connection.



Unlike most soaps, shampoos or body washes, SweetSpot Labs products are pH balanced specifically for optimum sweet spot health. They contain mild ingredients specially chosen to blend with soothing botanicals, and is absent of alcohol. Those products with aroma contain pure essential oils that were deliberately selected for scents that enhance and complement a woman, while contributing a cleansing, calming and refreshing function. The line includes "No. 00" products that contain no aroma or color for women who prefer aroma-free products or have extra sensitivities.



## SweetSpot Labs Intimate Grooming Escensuals include:

- gentle wash, Spot Fresh! A tender loving wash for daily cleansing and conditioning. Start your day the SweetSpot way!
- balancing mist, Spot Right! A collection of luxurious gentle mists to add to your Intimate Grooming ritual. Voila-your sweet spot is sure to find its center.
- on-the-go wipettes, Spot Refresh! Convenient deluxe-sized, gentle, disposable cloths offering a luxurious, sophisticated clean. Fits in your purse, your powder room and boudoir. A gentle wipette to keep yoursweet spot set.
- eau de spot, Spot Delight! For after shower, individual, throw-away disks infused with concentrated, yet gentle, elegant, fragrant scents for spot-on escensuals.



gentle wash, Spot Fresh

4 fl oz/120 ml  
16 fl oz/480 ml

For pH balanced TLC using especially blended, mild cleansers, soothing botanicals with essential oils all formulated for sweet spot use. A lovely last step in your bathing ritual.

Available in:

About No. 11 citrus galbanum:

Lighthearted with a sexy side. Pink grapefruit and tangerine oils are naturally antibacterial and smell refreshing, not fruity. Made more mysterious with galbanum, used (and used and used) for centuries as an aphrodisiac. (thank us later).

About No. 14 geranium lavender:

It only smells delicate. Geranium oil has in-born calming and soothing mojo and a quietly spicy charisma. Lavender is just as feel-good, with natural antibacterial properties and the extra floral bouquet. Calming and clean. Who says pretty isn't powerful?

About No. 00 unscented:

Ideal for more sensitive spots and product purists, NO. 00 is completely, utterly and absolutely without added scents or color. Get all the luxury without perfumerie.

About No. 24 basil grapefruit:

Formulated with a blend of essential oils dominated by decongesting basil and detoxifying and balancing grapefruit essences, these inborn properties help power through your period. Not content to merely cleanse, they help your body's natural powers do their best to keep you fresh when you're feeling otherwise. It's simply spot sweet!



balancing mist, Spot Right

Shower, shave, oil, cream. Lotion, potion, SPF. Cleanse, tone, treat, moisturize, antioxidant, pro-firming, sunblock. With all the daily steps that make a girl perfectly sweet, there's still something missing. 4 fl oz/120 ml



on-the-go wipettes, Spot Fresh

This especially gentle formula delivers a sophisticated clean, especially designed for women (no, not the baby!). Alcohol-free and pH balanced for sweet spots, this cocktail offers the best of both worlds – a refresher and a pick-me-up. For external use only. 30 deluxe-sized gentle wipettes.





### On-the-go wipettes X 7 Spot Refresh!

Cleanliness is next to fabulousness. Alcohol-free. pH balance. A luxury wipette to keep your sweet spot set. You asked, we answered. Available in unscented, geranium lavender, citrus galbanum, basil grapefruit and assorted.

### On-the-go wipettes Spot Refresh!

Purchase 100



### Hormone Harmony

Formulated with a blend of essential oils dominated by decongesting basil and detoxifying and balancing grapefruit essences. Why not use your cycle as a regular ritual for self-care with SweetSpot Labs Hormone Harmony? This 3-step, pH balanced glorifying routine- **gentle wash, Spot Fresh!** – 4 fl oz/120 ml ; **balancing mist, Spot Right!** – 4 fl oz/120 ml, on-the-go wipettes – 3 deluxe-sized gentle wipettes, Spot Refresh! – 30 deluxe-sized gentle wipettes - is formulated to help you get back in sync with your body's natural rhythm. Now you can power through your period. And get that instant sweetification!



### Sweet Spot Instant Sweetification

Hormone Harmony is snuggled into our signature pink "Instant Sweetification" embroidered terry bag for sweet keepings and includes: **Gentle wash, Spot Fresh!** – 4 fl oz/120 ml basil grapefruit

**Balancing mist, Spot Right!** – 4 fl oz/120 ml basil grapefruit

**Wipettes, Spot Refresh!** – 30 deluxe-sized gentle wipettes

basil grapefruit, **Eau de spot, Spot Delight!** – 24 eau de spot

infusions citrus galbanum), **Assorted On-the-go wipettes,**

**Spot Refresh!** – 3 deluxe-sized gentle wipettes



### SweetSpot Labs –

### Fabulousness Terry Bag

Snuggled into our signature pink "Fabulousness" embroidered terry bag for sweet keepings, the floral bouquet and soothing mojo of Geranium/Lavender make this trio an absolutely fabulous gift idea.

Light, lovely and delicate (with something extra for those who like a little spice), the in-born properties of Geranium and Lavender

combine for a feel-good fresh. Who says pretty isn't powerful?

Geranium/Lavender SweetSuite is snuggled into our signature

pink "Fabulousness" embroidered terry bag for sweet keepings

and includes: **Gentle wash, Spot Fresh!** – 4 fl oz/120 ml,

**Balancing mist, Spot Right!** – 4 fl oz/120 ml, **Wipettes, Spot**

**Refresh!** – 30 deluxe-sized gentle wipettes, **Eau de spot, Spot**

**Delight!** – 24 eau de spot infusions, citrus galbanum, **Assorted**

**On-the-go wipettes, Spot Refresh!** – 3 deluxe-sized gentle

wipettes



## spa waxing protocol kit

Each kit contains a on-the-go wipette, a disposable thong panty and a sample size balancing mist. A must for all spas and salons who do bikini and Brazillian waxing services.



### Step #1

Be Courteous.  
Use the on-the-go wipette, Spot Refresh! and freshen up prior to your treatment.

### Step #2

Be Comfortable.  
Enjoy our disposable thong panties to be used during your treatment.

### Step #3

Be Soothed.  
Post treatment, on-the-go wipette, Spot Refresh! and the balancing mist, Spot Right! will be applied to soothe, minimize irritation, and condition skin.

## bidet-in-a-bottle

This unique and modern advance in intimate care, coined our Shower of Power, consists of single dose packettes of intimate waters, Spot Clean! that blend with lukewarm 'H-2-oh'(water), and is carefully monitored by our temperature sensitive "smart" bidet bottle label that reads READY. SPOT. GO. when "temperature-sweet" for that extra care down there. The result is a skin-softening, cleansing, spot-refreshing 'portable bidet'.



### bidet-in-a-bottle refill

intimate waters, Spot Clean! A concentrated formula that redefines refreshed. This pH balanced, soothing liquid luxury gently cleanses to calm and collect your sweetness. Boxed with 7 packettes.

### bidet-in-a-bottle starter kit



The bidet-in-a-bottle used with one packette of intimate waters, Spot Clean! is an unexpected luxury, your quick fix of fabulousness that will leave you with the oh-so-fresh feeling to the -nth degree. This pH balanced, soothing liquid luxury gently cleanses to calm and collect your sweetness. Available in Hormone Harmony, Aroma No. 24 basil grapefruit.

### How To Use

Fill the bidet-in-a-bottle to its shoulder with lukewarm 'H-2-oh' (8 FL OZ/ 237mL water). Watch for the words: READY. SPOT. GO. to appear in the pink triangle. This indicates water is warm enough- however, to test for body temperature, apply to inner wrist before use to be sure the water isn't too hot for your body tolerance.

Once water temperature is right for you, pour one packette of intimate waters, Spot Clean! concentrate into your bidet-in-a-bottle. Shake gently. The Shower of Power is ready to go.

Turn the bottle upside-down. Push disk cap down. While standing in the shower, or sitting on the toilet, direct the nozzle towards your sweet spot and firmly squeeze entire contents of bottle over your external intimate area. Voilà-a pH balanced, soothing liquid luxury to cleanse, calm and collect your sweetness. Thoroughly rinse bidet-in-a-bottle and cap after each use.

### Ingredients

Avena Sativa (Oat) Kernel Extract, Cucumis Sativus (Cucumber) Fruit Extract, Chamomilla Recutita (Matricaria) Flower Extract, Rosa Gallica Flower Extract (French Rose), Aloe Barbadensis Leaf Extract (Aloe Vera), Sodium Hyaluronate, Sodium PCA, Panthenol, Hamamelis Virginiana (Witch Hazel) Water, Sodium Lactate, Dipotassium Glycyrrhizate, Sorbitol, Dimethyl Phenylpropanol, Pentylene Glycol, Butylene Glycol, Poloxamer 407, Proline, PEG-12 Dimethicone, PEG-40 Hydrogenated Castor Oil, Disodiurn EDTA, Citric Acid, Potassium Sorbate, Chlorphenesin, Fragrance (Parfum).



### Q. What is a bidet?

**A.** Pronounced “be-dei”, it’s one of the most overlooked luxuries in the modern bathroom. Common in Europe, its origins began in France. The word translates to “pony” or “small horse” in

Old French and the correlation is thought to be due to the similarity of how one sits on a saddle and how one straddles a bidet.

### Directions for Use



Fill the bidet-in-a-bottle to its shoulder with lukewarm “H-2-oh” (8 FL OZ/ 237mL water). Watch for the words: READY. SPOT. GO. to appear in the pink triangle. This indicates water is warm enough - however, to test for body temperature, apply to inner wrist before use to be sure the water isn’t too hot for your personal body tolerance.



Once water temperature is right for you, pour one packet of intimate waters, Spot Clean! Concentrate into your bidet-in-a-bottle. Shake gently. Your Shower of Power is ready to go.



Turn the bottle upside down. Push disk cap down. While standing in the shower or sitting on the toilet, direct the nozzle towards your sweet spot and firmly squeeze entire contents of bottle over your external intimate area. Voilà-a pH balanced, soothing liquid luxury to cleanse, calm and collect your sweetness. After use, thoroughly rinse bidet-in-a-bottle and cap.

### Ready. Spot. Go.

The solid pink triangle on our bidet-in-a-bottle has been designed with a built-in temperature gauge with a visual aid to help you find a comfortable usage temperature for the water added to our bidet-in-a-bottle. It will go from solid pink to visibly seeing the words READY. SPOT. GO. which indicates the temperature is approximately + 98 degrees.

appearance	meaning
	the water temperature is under 98 degrees (water too cool or time for a new bidet-in-a-bottle)
	the water temperature is greater than 98 degrees
	the temperature might be too hot for use

### Why use BiaB? Why not just douche?

Contrary to old school thinking, we now know douching can upset your natural chemistry balance \*\*. This can spark a cyclical disturbance that can do more harm than help. That’s where bidet-in-a-bottle comes in. This cleansing rinse can help maintain pH balance, soothe, refresh, and offer you instant sweetification. Now how sweet is that?

\*\* You should consult your medical doctor for any recommended douching treatment, and follow your physician’s advice.

### When do I use the Shower of Power?

This innovative invention for intimate care is a Shower of Power whenever you feel the need. During your period, pre- or post-sex, post-baby recovery time, after a long day at work or after your work out as a quick refresher. bidet-in-a-bottle™ is designed to be used as a gentle means of cleansing, soothing and moisturizing.

### Do’s

1. Do rinse the bottle and cap thoroughly with warm water before and after use.
2. Do fill the bidet-in-a-bottle with lukewarm water, then test the temperature on the inside of your wrist to be sure it’s comfortable for your use, before you add 1 packet.
3. Do shake gently once packet of concentrate is added to water.
4. Do replace bottle after 40 uses.

### Don’ts

1. Don’t use intimate water concentrate undiluted.
2. Don’t use if water that is too hot.
3. Don’t use on open or irritated skin.
4. Don’t continue use if rash or irritation occurs.
5. Don’t share your bidet-in-a-bottle (others in your life are going to love it!)
6. Don’t leave cap on after use so both the bottle and the cap can dry thoroughly.

### SweetSpot Warnings

EXTERNAL USE ONLY. BE SURE TO TEST WATER TEMPERATURE ON INSIDE OF YOUR WRIST BEFORE USING. INTIMATE WATERS™ CONCENTRATE MUST BE DILUTED BEFORE USING. Keep out of reach of children. Discontinue use and consult a physician if rash, irritation or persistent, unusual odor or discharge develops. Do not apply to broken, irritated, or itching skin.

### What is BiaB?

Sometimes we get tired of typing and the world today seems to love acronyms. BiaB is ‘bidet-in-a-bottle’. We actually were going to use b-day, then that would have confused you with the other use of b-day.

## FAQs

Everything you ever wanted to know but had absolutely no one to ask.

We've compiled and categorized the answers to every question we've been asked (meaning of life not included).

Our goal is to share, educate and turn old unmentionables into common knowledge.



### Q. What is this?

**A.** SweetSpot Labs completes beauty with luxury care designed for your sweetest spot. It's not the dated notion of 'feminine hygiene'. It's a carefully created line of products specifically formulated for the care and glorification of a woman's sweet spot. The result and benefit may be cleanliness. But it goes beyond that for women.

### Q. Why hasn't anyone created a product like this before?

**A.** We are as surprised as anyone else! Until now, this part of a woman's body was left to the dreaded "feminine hygiene" aisle, or categorized as a "clinical problem" right under Monistat™, giving little attention and even less love to intimate grooming and daily care. Beauty companies start from the head and end at the bikini line. Then restart at the thigh. We've taken a missed necessity in a woman's grooming ritual and made it into a luxury, with specially-blended, pH friendly formulas and wonderful ingredients for sweet spot splendor.

### Q. Why does this part of the body require special attention?

**A.** Think of how many hygiene products exist on the market today. We aren't built like men, and your sweet spot is not the same as your underarm. Yet we use the same wash on both. Your sweet spot skin is unique to the body, and has specific needs and very specific physiology. In addition, this is a permeable portal to the body with special functions and adornments. Always recommended for external use and to be applied gently, the pH and careful formulation of SweetSpot Labs' products let you take the best care of your body and glorifies your sweet spot as special, important and worthy of specially-designed products.

### Q. What is pH and why is it important? What's the difference?

**A.** The pH is organic in nature and is the measure of acidity. To keep bacteria at bay and maintain health, the pH of the sweet spot must stay at approximately the mid-4 range, which means any product whose pH exceeds that level could potentially compromise sweet spot health. This includes body washes, shampoos, or other products that are pH balanced for specific body parts. There's a big difference between what's good for your skin, your feet, and your sweet spot. Mild ingredients and a simplified formula are ideal.

### Q. What makes these products different from others like them?

**A.** Ingredients blended purposefully, and a pH that is formulated specifically to complement sweet spot health. Most women have been improvising with intimate grooming substitutes for years, realizing that they wanted something gentle and sophisticated, but unable to find it in stores. Baby shampoos, body washes and wipes are for babies and are fragranced accordingly. Women aren't babies and have specific and varying needs and deserve sophisticated products that take care of them. Perfume contains alcohol. Essential oils can burn your skin if used alone. And oil infusions ruin your panties. We've done our research to deliver the right products that make women of many ages feel wonderful (my 15-yr old niece and my ?-yr old Mom are big fans of ours!).

We know that when women are educated about the harsh additives found in many washes and shampoos, and the effects of an imbalanced pH, they will be thrilled to find products specially designed for their sweet spot. Finally, a way to beautify, glorify and girlyfy her sweet spot. No doubt, she'll be happier, healthier and more confident. How sweet that is!

### Q. Does this mean soap and body washes are hurting me?

**A.** Well, they aren't helping! Your sweet spot's ideal pH is in the mid-4 range. When you use soaps, body washes, shampoos or other products that have a higher pH, your body has to right itself, bodily function challenges may occur and negative reactions may follow. And this includes the run-off of shampoos and body washes. Not just direct application. By using products that address your needs and contain carefully chosen ingredients complementing your body's natural pH, you have removed a potential contributing cause for problems such as sensitivity, irritation, and other reactions that you may have thought were "natural" or that you're "prone to". Yes, SweetSpot Labs and Intimate Grooming address well-being, but they're also about beauty, a sense of confidence, and simply feeling wonderful.

## FAQs (cont.)

Q. Have SweetSpot Labs'® products been tested?

**A.** Yes. By a certified lab. Our products have been certified non-irritating, allergy-tested, clinically-tested, and have been doctor-tested and dermatologist-reviewed. And we did our own personal research, giving products to many women who want to, and can, just enjoy the sheer luxury of SweetSpot Labs' products in their daily rituals (and some to women who suffer from sensitivity and dryness). Our research paid off-the-only reaction to SweetSpot Labs' products is pure joy and delight!

Q. Do you test on animals?

**A.** No, we do not test on animals. We test all our products here at SweetSpot Labs on customers who want to participate in new products we create, and then we use an independent lab to test our products on many more women. Our testing does not involve animals.

Q. What are the benefits?

**A.** SweetSpot Labs' products promote optimal sweet spot balance by preventing dryness and moisture loss and maintaining a complementary pH balance. We take into account the anatomy of a woman and her needs. Our collections are "for-purpose" intimate grooming products. For your sweet spot needs. Not your hair. Not your feet. Not a man. Not babies' bottoms!

Q. Explain the thinking behind SweetSpot Labs' fragrance.

**A.** We created elegant and logical scents that are both purposeful and unique. Containing essential oils, they have an association with floral scents, woody aromas and cleanliness. We blended our fragrance to work harmoniously with its purpose and placement-the sweet spot. To ensure there is a sense of "freshness", yet our products have an aroma one could almost mistake for edible. The essences chosen have anti-bacterial, calming and soothing properties, and in one case, is reputedly aphrodisiac by nature (thank us later). SweetSpot Labs' customers love our unique "scentsibilities".

Q. What if I don't like perfumed products?

**A.** Our gentle wash, Spot Fresh!, balancing mist, Spot Right! and on-the-go-wipettes, Spot Refresh! are available unscented. They're just as luxurious, soothing and conditioning as the other SweetSpot Labs' products, but contain no added fragrance, for women who prefer unscented products or may have heightened sensitivity. All the luxury without the perfumery.

Q. What is gentle wash, Spot Fresh!?

**A.** gentle wash, Spot Fresh! is a tender, loving wash that cleanses, soothes and refreshes. Its highly conditioning formula is thoughtfully blended with girl-friendly essences that only enhance you. Its' milder conditioning and cleansing agents are plant-derived and some are mild enough, they are used in toothpaste (though our products are for external use always, and are specifically for sweet spot use, this translates to the fact that the cleansers we chose are considered mild and safe enough to be used orally). Our wash contains vegetable-based glycerin to act as a humectant. It attracts moisture, is non-comedogenic and consequently presents little chance of irritation. Unlike soap, its pH complements yours. Use there, or everywhere.

Q. What is balancing mist, Spot Right!?

**A.** Now sweetness marks the spot. It's the first and best way to balance pH, nourish skin, condition hair and keep that oh-so-fresh feeling-all in a single spray. Use there and everywhere. Formulated to complement and complete your Intimate Grooming™ ritual, this fabulizing mist luxuriates with premium-grade sweetifiers including vitamins, botanicals, pH balancers and for-purpose essential oils.

Q. What are on-the-go wipettes, Spot Refresh!?

**A.** These are deluxe-sized, luxury wipettes that are gentle enough to use effortlessly and often. They are formulated with gentle cleansers and aromas, containing essential oils both for function and to complement you. They contain no alcohol or known irritant. And they have special conditioning ingredients like aloe vera. Best of all, they don't smell like baby wipes! They have the same luxurious aromas as our gentle wash, Spot Fresh! and eau de spot, Spot Delight! for a complementary, consistent scent and a more sophisticated clean (for external use only).

Q. What is eau de spot, Spot Delight!?

**A.** It's perfume, in a sweet spot friendly form. Specifically and hygienically designed, these eau de spot infused, one-use disks contain a concentrated fragrance to leave you smelling great and feeling good. Each concentrated fragrance contains essential oils that complement a woman. They have logic to their scent based on their use, without irritating or overpowering. For external use only, they contain a special dose of lasting fragrance that comes in a gentle base, is alcohol-free, and of course, pH-balanced. We call them a good love charm.

## FAQs (cont.)

**Q.** Are these products good for gynecological problems?

**A.** While the products are one step in a woman's well-being and maintenance ritual, they are truly beauty and body care products designed for external use only. They do not contain medicinal drugs, and are recognized as cosmetic products. They can make you feel better, offer a sense of self-confidence, but NO-they do not take the place of a trip to the doctor.

**Q.** Who is this for?

**A.** For anyone with a sweet spot-and that's about 51% of the planet! Actually, SweetSpot Labs are for a woman of any age who'd like to beautify and glorify her sweet spot while she takes even better care of herself on a daily basis.

**Q.** How do I use these products?

**A.** SweetSpot products were designed to be integrated into a daily cleaning and grooming ritual and are for EXTERNAL use only. Here's how happier women everywhere are using them:

1. gentle wash, Spot Fresh! sweetens your shower as a last, lovely step in your bathing ritual. To use there, or everywhere (you choose). Wash away so you can greet the day-or night.
2. balancing mist, Spot Right! Sweeten your shower with gentle wash, Spot Fresh! Pat dry. Apply balancing mist, Spot Right! Spritz liberally and throughout the day. Great all over your body, too.
3. on-the-go wipettes, Spot Refresh! for your purse, powder room, and boudoir, ready for instant girlification. It's a luxury wipette to keep your sweet spot set.
4. eau de spot, Spot Delight! is your good love charm after your shower. A dot on your spot, you don't need a lot!

**Q.** I have read that mild soap and warm water is all that women should use on their vulva/vaginal area. Is this correct?

**A.** While correct in concept, one must be very careful when defining "mild soap" from "gentle and mild cleanser". Soap in its true form, not altered, and what most bar products at market are today, has an inherent pH of 10 and is not comprised of what SweetSpot Labs would consider gentle cleansers. Underarms, body, hands, feet, etc can handle it. But your more intimate, sensitive anatomy is not designed to be challenged like that daily. We are advocates of not tipping the scale so dramatically. Washes are not "soap" and within the list of ingredient options, there are milder ingredients to choose from based on function and body part. And in combination with other ingredients that calm, sooth, replenish, etc, it alters functionality too. This must be differentiated when addressing that question. SweetSpot Labs'® gentle wash is not soap. It is available without fragrance or color. It blends the mildest of cleansers with soothing botanicals and skin conditioners.

**Q.** Is the vaginal pH the same as the vulva pH?

**A.** No.

**Q.** What is the actual vulva area pH?

**A.** It can vary based on age, hormonal levels at peak times of the month. However, the vulva area is bathed in the secretions of the vagina, likened to brackish water, it is neither salt water or fresh water, but somewhere in between. We prefer a lower pH and one that is stable and without extremes. SweetSpot Labs' products are pH balanced and we have determined the best range to be between 4-5 to be less cause for irritation and a breeding ground for unwanted yeast and bacteria.