

PURE ROMANCE

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About Pure Romance

Pure Romance is the world's leading and fastest-growing woman-to-woman direct seller of relationship-enhancement products. Pure Romance markets its premier line of products, ranging from bedroom accessories to beauty products through a network of more than 30,000 specially-trained sales Consultants at in-home parties throughout the world. Since 2001 the company has grown from \$3 million a year in sales to \$220 million in 2017.

In 2010, the company began its international expansion, launching operations in Canada, Puerto Rico, Australia, New Zealand and South Africa. The private equity firm Craig Capital Corp. made a growth capital investment in the company in 2012. Craig Capital has a long history of championing companies' growth and is committed to championing women's health issues. The capital investment partnership paved the way for Pure Romance's acquisition of smaller competitors and the move of its corporate headquarters to downtown Cincinnati in 2014.

Pure Romance focuses on several sexual health education ventures. The company has an ongoing relationship with Indiana University's Center for Sexual Health Promotion, which includes collaborative research studies and training courses. Founder Patty Brisben, launched the Patty Brisben Foundation for Women's Sexual Health in 2006, and the non-profit organization has raised \$4 million to support women's sexual health education, research, and community programming.

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Patty Brisben: Founder & Chairwoman

In 1983, inspired by a feature on *The Phil Donahue Show*, Patty Brisben joined a direct sales company and began holding in-home parties focusing on intimacy products. Every year she ranked among the top five Consultants in the company for sales and sponsorship, and 10 years later, she launched Pure Romance from the basement of her suburban Cincinnati home.



In the beginning, Patty did everything. She packed orders, shipped products, planned parties, and signed up new Consultants—all while raising her four children on her own. Over the next two decades, her hard work paid off as Pure Romance grew into what she had always dreamed it would be: A place where women could take control of their financial futures while raising their families.

In 2000, Patty's son, Chris Cicchinelli joined Pure Romance as CEO helping his mother grow the company from \$3 million in annual revenue to more than \$220 million in 2017.

In 2006, she launched the Patty Brisben Foundation for Women's Sexual Health. To date, the foundation has raised more than \$4 million to support research projects and educational initiatives to ensure women have the information they need to live healthy, fulfilled lives. The Foundation partners with universities and research organizations to study sexual dysfunction and disorders and offers educational initiatives about sexual health issues.

Patty believes the best way to help others is by educating them. In 2008, she put this belief into practice by writing her first book, *Pure Romance Between the Sheets*, with vital sexual health information, relationship advice, and the most commonly asked questions from her days as a Consultant.

In 2011, Patty released another book, this time collaborating with Dr. Keri Peterson on an exclusive ebook, *Sexy Ever After: Intimacy Post-Cancer*. Patty's inspirational story and commitment to educating and empowering women has made her a respected expert in sexual health and relationships—she's been interviewed on CNN, ABC's *The View* and VH1. She's also been featured in *The New York Times*, *Forbes*, *Cosmopolitan* and *Entrepreneur*.

Like most mothers, Patty is fueled by her family. Her four children are the reason she started this company and worked so hard to make it a success. Today, Pure Romance continues to be a family business, as all of her children are involved with the company.

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Chris Cicchinelli, Pure Romance President & CEO

Chris Cicchinelli serves as the President and CEO of Pure Romance, the world's largest in-home party company specializing in intimacy and sexual health. He's also an advocate for women across the globe, inspiring and motivating each woman he meets to stand up and take control of her financial future.

Chris knows success does not come easy. As the oldest son of Pure Romance Founder Patty Brisben, he watched his mother's relentless perseverance as she built her business while raising her four children on her own. Her struggles and successes inspired him to continue her legacy of empowering and educating women today. Since he joined the Pure Romance team in 2000, Chris has engineered growth, taking the company from \$3 million in revenue to well over \$250 million. With Consultants in every U.S. state, Puerto Rico, South Africa, Australia, Canada and New Zealand, Pure Romance shows no signs of slowing down.



Chris typically spends more than 200 days a year on the road offering motivational seminars and training programs to Pure Romance's 30,000-plus Consultants worldwide. He takes time to get to know the Consultants personally, and he truly understands how to help them be successful businesswomen. As a dynamic leader, he sets the tone for both the Consultant sales force and the corporate staff in Cincinnati, Ohio. Chris has been interviewed on Fox Business News, MSNBC, and featured in the *New York Times*, *Wall Street Journal*, *INC 5000*, *Smart Business* and *Direct Selling News*.

In 2018, Chris and his wife, Jessica, founded The Living with Change Organization, a non-profit to support transgender youth and LGBT inclusivity. Between board meetings and business trips, you'll find Chris spending quality time with his family— from soccer games to family dinners on the patio. He believes that in business and in life, the key to happiness is building strong relationships.