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For Immediate Release

Women's First Protective Vaginal Shield!

Safer Hair Removal and Tanning Protection.

The Va j-j Visor is a revolutionary, patent-pending, protective vaginal shield designed to help protect a woman's inner vulva area (inner labia, clitoris and vaginal opening). The Va j-j Visor is a soft and flexible cup that covers the inner vulva area and naturally fits the shape of your body; while your body's natural muscular tension holds it effortlessly in place. For more information visit us at www.vaj-jvisor.com.

(Summer, WA – August 2007) Wendy Young and Lisa Alexander create partnership and form corporation, VJJ Enterprises, Inc.

(Patent Filing) October of 2007, Wendy Young and Lisa Alexander file provisional patent with the US Patent and Trademark Office. October 2008 Utility Patent (App. No. 12/252, 676), Design Patent and PCT Patent filed with US Patent and Trademark Office.

Trademark published August 5, 2008, Serial No. 77429082.

Design Patent secured in Canada on March 11, 2010, under registration No. 130158.

Design Patent secured in US on September 7, 2010, under registration No. D623290.

Product Launch – July 2008. VJJ Enterprises, Inc. launches the Va j-j Visor for the first time at the Cosmoprof Tradeshow in Las Vegas, NV. The trade show was a great success securing vendors such as Caesar's Palace Qua Spa and Distributors from many countries.

Product goes live on Drugstore.com – September 2008.

Va j-j Visor has been tested and approved for use during laser hair removal – November 2008.

New Packaging – March 2009. We changed the way we are packaging our products. Our products are now available in blister packs that can be tagged or displayed in a box.



Our new packaging provides a lot more descriptive information about our product on both the front and back of the packaging and is written in both English and French. We currently offer our products in a 3-count blister packaging, 125-count Professional Pack (also offered in white for laser hair removal) and 100 singles in a countertop display Globe.

Va j-j Visor featured live on Ocean 98.1 with Bulldog and the Rude Awakening Show – May 4, 2009. Morning radio show in Ocean City, Maryland, on live with Wendy Young and Lisa Alexander to discuss the Va j-j Visor and its many uses.

Va j-j Visor featured live on Kiss FM 106.1 Morning Show with Jackie and Bender – May 6, 2009. Morning radio show in Seattle, Washington, on live with Wendy Young and Lisa Alexander to discuss the Va j-j Visor and its many uses.

Distribution Agreement entered into with Australian Body Care UK Ltd 9/1/09 as sole and exclusive distributor for the United Kingdom, Ireland, Channel Islands, EU countries including Denmark, Holland, Sweden, Austria, Belgium, Luxembourg, France, Germany, Spain, Italy, Greece, Bulgaria, Cyprus, Czech Republic, Estonia, Finland, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia and Solvenia.

Distribution Agreement entered into with Lycon Nordic Ltd. 9/1/10 as sole and exclusive distributor in Norway.

Va j-j Visor featured on the Doctors Show in September 2009!

Re-launch of Vaj-jvisor.com website – May 2011. We have redeveloped our website to improve our navigational features and global search engine optimization. This will help to better market the Va j-j Visor. These features also provide a more user friendly atmosphere when visiting our website. Visit us on Facebook and Twitter too!

Va j-j Visor available in drug stores May 2011! Va j-j Visors now being sold in the following drug stores throughout Canada: Zellers, Hudson Bay Company and Target

Va j-j Visor Uses

The Va j-j Visor is a protective vaginal shield that covers your most delicate skin during various methods of pubic hair removal (i.e. waxing, depilatory creams, razors and scissors, laser and electrolysis treatments). The Va j-j Visor can also be used during tanning to help shield the vaginal area from UV rays and labia darkening, and for hygienic purposes. It also provides protection during spray tanning. It offers protection while coloring pubic hair as well. The Va j-j Visor provides hygienic protection while trying on swim suits and intimate apparel. It can also be used during tattooing and body piercings in the genital area.



What Others are Saying About Va j-j Visor

“Thanks Va j-j Visor! I never thought I would ever be able to muster up enough nerve to have another bikini wax again until now. My first experience of having a bikini wax was very humiliating and uncomfortable. I now feel protected and comfortable while wearing the Va j-j Visor during my bikini waxes and no longer worry about someone touching that area of my body or feeling totally exposed. I am so happy that someone FINALLY created such a wonder product for this procedure.” *Gloria – Houston, Texas*

“I love my Va j-j Visor!!!! These little disposable shields rock! I have used depilatory creams to rid my bikini hair for over 5 years, but was never satisfied because I couldn't get rid of the hair closest to my inner labia area for fear of getting the cream in places it shouldn't go. Once I had the Va j-j Visor securely in place, I applied the cream right up to the shield and all my hair in that area was completely gone with no rash or irritation from having the cream go in places it wasn't intended. I can't believe how good the Va j-j Visor fit and stayed in place. My Va j-j feels so pretty now.” *Harriett – Orting, WA*

“Where was the Va j-j Visor all these years? I can't believe no one has ever thought of this great invention until now. I love using the Va j-j Visor while in the tanning bed. I am a bit of a germ-a-phobic and have always worn swim suit bottoms or a thong while tanning because I didn't want to expose my own Va j-j to whatever may be lurking around in the tanning beds. Now I can say “goodbye” to those tans lines. P.S. I also like that this product is recyclable, I'm also a bit green.” *Madilyn – Santa Barbara, CA*

“Wow! I have to be honest when I first heard about the Va j-j Visor, I thought it would be a great product for use while waxing or using a depilatory crème. I didn't think it was necessary if I shaved as you say - my hair down there. I have always shaved and felt like I was able to protect sensitive areas just fine on my own. I was a bit skeptical but decided to try a Va j-j Visor anyway. All I have to say now is WOW! I was able to get a really close shave, closer than ever before. It is such an easy product to put on and I felt I was extremely protected. When I was finished I felt so clean. I will never shave without the Va j-j Visor again!! Thanks Va j-j Visor – what a great product!” *Brandy - Seattle, WA*



“This is a great product for the girls who are too shy to go out and have this kind of thing done by somebody else. You can do this in the privacy of your own home, or you can take it with you to salons and use it there for hygienic and safety purposes. This is a fun and practical product that I would recommend to anybody.” *Angela – New York, New York*

“This will be Oprah’s next FAVORITE thing! What a great product! I have been using the Va j-j for several months and just love it. It has taken the worry out of bikini waxing. The Va j-j is so comfortable that I forget that I am even wearing it. I have been sharing this with everyone I know, especially my esthetician, and everyone loves it. Thank you for giving us girls a product that gives us the confidence and security of knowing that we are protected where it counts!” *Diana – Miami, Florida*