



### ***Self-Warming Sanitary Wipe Apparatus Invention In Search of Licensee***

An innovative new personal hygiene product designed to provide comfort to its users, the ***Self-Warming Sanitary Wipe Apparatus***, has been developed by Jenny Padgett and William Padgett, Sr. of Gaston, South Carolina. The invention's unique design renders it a pleasing and soothing product that represents a more convenient alternative to conventional sanitary wipes.

Sanitary wipes have become a staple for both personal and household cleanliness. When employed for personal sanitary use, one of the common annoyances is that the wipes are often cold to the touch. This can be particularly uncomfortable when the wipes are utilized on babies or small children, whose skin might be particularly sensitive.

The ***Self-Warming Sanitary Wipe Apparatus*** addresses these issues by dispensing wipes that are saturated with an emollient, a disinfectant, and a warming gel. The warming gel enables what is known as an exothermic reaction when exposed to the air after it has been removed from the container, allowing the wipes to “self warm”. The result is a wipe that is as effective in its sanitary qualities, but with the added convenience of coming into contact with the skin of the users at a comfortable temperature.

The ***Self-Warming Sanitary Wipe Apparatus*** consists of a container with a lid, a stepped lip, and a seal across the lip. The container also features an indented outlet with overlapping leaves which prevent the influx of air into the container. The wipes are folded interactively and are dispensed from the container through its outlet, making it convenient and efficient to gain access to them.

The ***Self-Warming Sanitary Wipe Apparatus*** is the subject of **U.S. Patent # 7,641,049 B1**. The inventors of the ***Self-Warming Sanitary Wipe Apparatus*** now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the personal care products industry are currently being targeted as candidates to eventually commercialize the ***Self-Warming Sanitary Wipe Apparatus*** on a worldwide basis.

In August 2011, the Padgetts contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Self-Warming Sanitary Wipe Apparatus*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through participation in multiple and diverse industry-leading trade shows each year. Exhibits that Innovation Direct™ has attended in recent years include the SHOT Show, the International Home and Housewares Show, the World of Concrete Show, the National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about the ***Self-Warming Sanitary Wipe Apparatus*** and discussing licensing opportunities with respect to the product can contact the Manufacturer Response Department of Innovation Direct™ at (877) 991-0909 ext. 4285 or at [MR@innovationdirectonline.com](mailto:MR@innovationdirectonline.com).