



McMahan Back Washing Solution Invention In Search of Licensee

An innovative new product designed to make an important bathing-related task much more comfortable, the ***McMahan Back Washing Solution***, has been developed by Leatha McMahan of Jacksonville, Arkansas. The invention's unique design allows its users to enjoy an effective and thorough method of washing, regardless of their physical limitations.

Personal hygiene is one of the many areas of a person's health that can potentially suffer as a result of physical limitations caused by age, obesity, or handicap. The reality is that while bathing certain areas of the body may not present a problem for those who have limited movement, the back almost always presents a challenge due to its difficult-to-reach location. For those who do not have physical assistance while bathing, this can often lead to potentially dangerous attempts to make sure they properly cleanse the back.

With this in mind, the ***McMahan Back Washing Solution*** has been developed. The ***McMahan Back Washing Solution*** insures that a person's back can be conveniently scrubbed clean. Additionally, the ***McMahan Back Washing Solution*** eliminates the need for someone with physical limitations to take unnecessary risks when attempting to wash their back. It will also be made from comfortable materials that will be completely safe on the skin and will be easy to install in any shower. Furthermore, the ***McMahan Back Washing Solution*** will be fabricated from durable materials and competitively priced, making it a wise long-term investment.

Mrs. McMahan now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the bathroom products industry are currently being targeted as candidates to eventually commercialize ***McMahan Back Washing Solution*** on a worldwide basis.

In May 2012, Mrs. McMahan contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***McMahan Back Washing Solution*** to potential licensees for a 2 year period. Innovation Direct™ obtains the maximum amount of exposure for the products that it represents through its unique and patented licensing methodology and its 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 National Hardware Show, Licensing International, the SEMA and AAPEX Shows and the ERA D2C Convention.

Potential licensees interested in obtaining more information about ***McMahan Back Washing Solution*** 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.