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G.S. Scrubber Invention In Search of Licensee

An innovative new product designed to effectively address a common bathing-related challenge, the **G.S. Scrubber**, has been developed by Gary Smith of Cleveland, Tennessee. The invention's unique design enables its users to thoroughly wash their backs with minimal effort.

Thorough washing of the entire body is certainly instrumental for proper personal hygiene, but is not necessarily an easily attainable goal for everyone. For example, those with physical limitations typically have a very difficult time accessing their back to be able to wash it with any degree of flexibility and leverage. Attempts to do so without any assistance can even result in injury, making the situation even more difficult. Additionally, even for those who are of sound body, completely reaching the entire back when bathing is essentially a physical impossibility.

With this in mind, the **G.S. Scrubber** has been conceived. The **G.S. Scrubber** promotes independence for those with physical limitations by allowing them to wash without assistance. Additionally, it will be conveniently adaptable to virtually any shower. Furthermore, the **G.S. Scrubber** will function seamlessly with conventional soaps and shower gels currently available. The **G.S. Scrubber** will be made available in a variety of bristle types, styles and colors to suit the physical needs of the user and different bathroom décor. The **G.S. Scrubber** will also be competitively priced, adding to its appeal.

The **G.S. Scrubber** is also the subject of **US Patent 6,647,564 B1** with the United States Patent and Trademark Office.

Mr. Smith now seeks a third party licensee to manufacture, market, and distribute the product for him under a royalty agreement. Potential licensees in the bathroom accessories industry are currently being targeted as candidates to eventually commercialize **G.S. Scrubber** on a worldwide basis.

In May 2013, Mr. Smith contracted product management services leader Innovation Direct™ to represent **G.S. Scrubber** 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 **G.S. Scrubber** 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.