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Fabulous Joy Applicator Invention In Search of Licensee

An innovative and useful new product designed to provide its users with a simplified method of availing themselves of a highly beneficial daily skin maintenance practice, the ***Fabulous Joy Applicator***, has been developed by Joyce B. Broughton of Jonesboro, Georgia. The invention's unique design insures that its users, regardless of physical limitations, can apply moisturizer in an efficient and comfortable manner.

The ***Fabulous Joy Applicator***'s proprietary features allow it to provide additional physical benefits while moisturizing the skin. The product will promote better physical and mental health in its users. Additionally, the ***Fabulous Joy Applicator*** features thoroughly safe operation. Furthermore, it will be conveniently portable and refillable and made from durable materials, making it a wise long-term investment. Moreover, the ***Fabulous Joy Applicator*** will be competitively priced, adding to its appeal.

The ***Fabulous Joy Applicator*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mrs. Broughton now seeks a third party licensee to manufacture, market, and distribute the product for her under a royalty agreement. Potential licensees in the beauty and wellness products industry are currently being targeted as candidates to eventually commercialize the ***Fabulous Joy Applicator*** on a worldwide basis.

In January 2014, the inventor contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Fabulous Joy Applicator*** 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 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 ***Fabulous Joy Applicator*** 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.