

# INNOVATION DIRECT

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## *The Perfect Clean Invention In Search of Licensee*

An innovative and useful new product designed to effectively address an important component of personal hygiene, the ***Perfect Clean***, has been developed by Alex Del Toro and Alejandra Galindo of Loveland, Ohio. The product's unique design helps insure that a person obtains optimal levels of cleanliness after utilizing the bathroom.

The ***Perfect Clean*** can be incorporated seamlessly into almost any bathroom and is ergonomically designed for all users, including children and the elderly. The product is thoroughly comfortable and easy to operate. Additionally, the ***Perfect Clean*** promotes greater levels of cleanliness and hygiene by insuring that the buttocks area is thoroughly clean. Furthermore, the ***Perfect Clean*** saves its users money over time by significantly reducing the amount of toilet paper required to be purchased. The ***Perfect Clean*** also compares very favorably in performance with much costlier Japanese washers and European bidets, with the added benefit of not requiring the additional bathroom space that these other products do. Moreover, the ***Perfect Clean*** will be competitively priced and made from durable materials, adding to its appeal.

The inventors of the ***Perfect Clean*** have developed a working prototype that has been tested with success. The ***Perfect Clean*** is also in Patent Pending status within the United States Patent and Trademark Office.

Mr. Del Toro and Ms. Galindo now seek a third party licensee to manufacture, market, and distribute the product for them under a royalty agreement. Potential licensees in the personal bathroom accessories industry are currently being targeted as candidates to eventually commercialize the ***Perfect Clean*** on a worldwide basis.

In February 2015, Mr. Del Toro and Ms. Galindo contracted Miami, Florida-based product management services leader Innovation Direct™ to represent the ***Perfect Clean*** 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 ***Perfect Clean*** 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).