

## Everything they wanted to know about sex



Sarah Brooks, right, and Susi Lennox, left  
Times photographer, Maria Spann

“There were women who had not had much of an intimate relationship with their husbands for years”

**Name:** Sarah Brooks and Susi Lennox

**Position:** Co-founders

**Company:** The Yes Yes Company

**Employees:** 11

**Business founded:** 2003

**Growth trajectory:** ‘Expecting to double our turnover next year’

Viagra not only boosted sex lives, it spawned The Yes Yes Company, the baby of Sarah Brooks and Susi Lennox. Brooks (who has a degree in chemistry and a background in pharmaceuticals) and Lennox (an arts degree and a background in management consultancy) worked together at Pfizer on the launch of the little blue tablet. But it was the reaction of women that prompted them to set up in business manufacturing organic intimate products.

Brooks says: “There were women in their sixties and seventies who had not had much of an intimate relationship with their husbands for years – who physically couldn’t – and wrote in to say: ‘Not only can I not do it, my husband wants it every night and now he has run off with a 20-year-old.’ ”

Brooks and Lennox sold their houses and spent three years developing their organic lubricants before launching the business in 2006. They do not regret the time it took, or that they funded the whole thing themselves, but if they did it again they would take much tighter control over their intellectual property from the outset.

At one point they feared that they would lose control of their formulation, says Brooks. “We were quite naive and trusting when we started out. One piece of future-proofing advice I would give now is that you should put a non-disclosure agreement in place with everyone you talk to, including suppliers and employees.”

However, one thing they got right when it came to future-proofing, says Brooks, was ensuring that they had a clear understanding of each others’ expectations of the business, and how it would be run, from the outset. “We spent six weeks on the coast of Bali talking to each other about what we wanted to do, how we wanted to do it and where wanted to get to before we began.”

**Carly Chynoweth**