



June 16, 2004



SweetSpot Labs products include a gentle wash and single-use pads.

## Going for a clean sweet

Do you brush your teeth with shampoo? Wash your hair with toothpaste? Of course not. But you use *what*? On your *where*?

That's what Sharj Creed, founder of SweetSpot Labs, wants to know.

The former Aveda creative director dreamed up the line of intimate grooming products after years of being told by doctors to "just live with" her chronic vaginal irritation. So, like any cosmetics junkie worth her bath salts, Creed hired a team of chemists and set about creating a line of pH-balanced products designed, she said, "for your sweetest spot."

The product line includes a gentle wash, on-the-go wipettes and eau de spot—scent-infused, single-use pads.

"How is it possible we've taken the most intimate part of our bodies and treated it like our elbows?" asked the Pacific Palisades, Calif.-based Creed, referring to many women's routine of taking a bar of soap to their private parts.

SweetSpot products—none of which are douches—are for external use only and make no claims of fixing medical conditions.

Another company has caught bikini fever, too, aiming to help women feel fresh in a funky, non-conformist way. Lush, an internationally available beauty and bath company, offers Silky Underwear Dusting Powder, designed to be shaken into panties, where tiny slivers of cocoa butter, plus china clay and cornstarch, moisturize skin.

Visit [www.sweetspotlabs.com](http://www.sweetspotlabs.com) or [www.lush.com](http://www.lush.com).

—Leslie Goldman