

****FOR IMMEDIATE RELEASE****

(New York, NY) - Introducing a revolution in sexual health and wellness, Suzanne Sinatra, the indomitable CEO & Founder of Private Packs, has taken on an issue that affects millions of women: chronic vulvar pain. As a survivor of stage 3 breast cancer, Sinatra's journey with the disease was just one of the challenges she faced in her quest to change the conversation around women's sexual health.

While grappling with the harsh realities of breast cancer treatment, Sinatra unexpectedly found herself battling premature menopause. "While undergoing treatment, I braced for symptoms such as baldness, numbness, and a sickly appearance. Yet, no one warned me about menopause," Sinatra recalls. The shocking revelation is one that many young women face, irrespective of a cancer diagnosis. Roughly 1% of women experience early menopause due to genetics, autoimmune diseases, or other reasons.

But as they say, necessity is the mother of invention. Suzanne's personal struggles with intimate pain, coupled with her battle with cancer, led to the creation of a groundbreaking product: the vulva therapy pack by Private Packs. Designed to address pain from various sources, be it cancer treatments, conditions like Vaginismus and Vulvodynia, or painful intercourse, Private Packs are changing lives. The therapy pack applies thermotherapy and cryotherapy directly to the vulva, providing instant relief from pain, swelling, dryness, burning and inflammation to promote tissue healing.

"I designed Private Packs as a natural therapy tool for vulva-owners who have obligations professionally and personally. No more canceled plans due to private pain. I want all vulva owners to live their lives fully and freely," says Suzanne.

Remarkably, despite the odds stacked against her, Sinatra crowdfunded Private Packs on Indiegogo and secured startup capital in less than a week. As a black immigrant female founder launching a product in a taboo sector, Sinatra has defied expectations. She hopes her story will inspire younger immigrant females to see that no dream is out of reach.

Having partnered with renowned retailers like CVS, Target, DoorDash and Amazon, Private Packs is rapidly expanding its reach. The embrace of these major brands is a testament to the growing movement Sinatra is spearheading - one that not only seeks to provide tangible relief to those in pain but also strives to change the narrative around women's health.

But Suzanne's mission goes beyond just a product. "By sharing my story, we contribute to a broader initiative in women's health. This is about empowering those with vulvas, especially when they feel the medical community might not have all the answers. We're determined to directly address this pain and discomfort."

In conclusion, as Sinatra continues her quest to uplift vulva owners everywhere, Private Packs stands as a testament to resilience, innovation, and the spirit of change. As she puts it, "This isn't just about a product. It's a movement."

****About Private Packs****

Private Packs aims to revolutionize the way our society addresses vulva owners sexual wellness. Founded by Suzanne Sinatra, a trailblazing black female entrepreneur, the company offers a unique solution to vulvar pain, providing instant relief and promoting healing.