

Joylux Inc. Announces Formation of Medical Advisory Board of Renowned Women Health Experts

Seattle, WA (November 12, 2015) – New medical-device company Joylux, Inc. has announced the formation of a medical advisory board (MAB) comprised of renowned experts in women’s health. The mission of the MAB will be to provide medical insights and strategic advice on the Joylux LED-focused medical products, while helping ignite a national conversation on pelvic floor health among consumers and medical professionals.

The initial three members of the MAB are all advocates for women’s personal health and wellness and will provide valuable input as Joylux continues to grow and provide women with high-quality, innovative products that aim to raise awareness and address pelvic floor health issues. In January 2016, Joylux will launch vSculpt, the world’s first at-home pelvic floor toning and rejuvenation device for the millions of women affected by pelvic floor issues due to vaginal births and aging.

The initial appointments to the medical advisory board include:

Donnica L. Moore, MD, is highly regarded as a women’s health expert and advocate, physician educator, and media commentator. Dr. Moore is the founder and president of Sapphire Women’s Health Group LLC and a member of the board of directors for the Society for Women’s Health Research. She is the editor-in-chief of the comprehensive book *Women’s Health for Life*. Dr. Moore is also the founder and president of DrDonnica.com, a popular women’s health information website. She graduated from Princeton University and the SUNY Buffalo School of Medicine and underwent residency training in obstetrics, gynecology, and family medicine.

Sarah de la Torre, MD, is a board-certified OB/GYN, a fellow of the American College of Obstetricians and Gynecologists, and is considered a thought-leader among her peers in the field of gynecology and wellness. She has been a partner at a private Seattle OB/GYN practice group for over 10 years. She received her medical degree from the University of New Mexico and completed her OB/GYN residency at the University of Washington. Dr. de la Torre published research on post-operative infection in the prestigious ACOG Journal and has served as vice chair of the OB/GYN department at Swedish Medical Center in Seattle, WA.

Pepper Schwartz is a sociologist and sexologist teaching at the University of Washington in Seattle, WA. She holds a BA and MA from Washington University in St. Louis and an MA and PhD in sociology from Yale University. She is the author of 25 books, including several *New York Times* bestsellers, and contributes to several magazines, journals, and newspapers on the topic of sexual health. She is presently one of the four experts on the hit A&E show *Married at First Sight*.

“I regularly hear from women suffering from the effects of pelvic floor health issues, and many are at a loss for how to solve these problems,” says Donnica L. Moore, MD. “I am delighted to partner with the Joylux team to introduce women to the first affordable home device that addresses pelvic floor issues.”

“We are very excited about the creation of a medical advisory board with Drs. Moore, de la Torre and Schwartz, all nationally renowned experts in women’s health,” said Joylux Founder and Chief Executive Officer Colette Courtion. “Each member will help bring validity to this growing market that is helping millions of women effectively address important gynecological health issues. I am so pleased that these knowledgeable and influential women have agreed to join our company in this capacity, and I look forward to a successful relationship.”

About Joylux, Inc.

Joylux, Inc. is an innovative consumer health and wellness company creating transformational, powerful LED-based products that bring Joy to the lives of our customers. For more information, please visit us online at joyluxinc.com.