



JOYLUX

***Inc.*'s Female Founders 100 List Honors Femtech Pioneer Colette Courtion of Joylux, the Leading Menopausal Health Company**

Seattle, WA October 13, 2020—*Inc.* today announced its third annual **Female Founders 100** list, honoring an influential, ambitious, and diverse group of 100 women who are building America's most inspiring and innovative businesses. [Colette Courtion](#), the founder of [Joylux](#), a platform of life-changing solutions for menopausal women, is proud to be acknowledged in this prestigious list of female founders. Each of the founders was selected because of the audacious goals they set and the major business milestones they have achieved. Together, this group represents the future of American businesses.

"I am honored to be part of such an amazing group of inspirational women. I share this recognition with our entire Joylux team. Together, we are working hard to raise awareness of the struggles women face with their intimate health and wellness, from incontinence to dryness, and the impact on sexual function. As we deliver much-needed intimate health solutions, I applaud *Inc.* magazine for helping us amplify our message and cause—women's intimate health matters and shouldn't be taboo. We are working hard to change this. Here's to the ongoing success of ALL female-founded businesses and to everyone who supports us," said Colette Courtion, Joylux CEO.

"Our team vetted thousands of applications to find the 100 women highlighted on this list. It's the most inspiring work we do all year, and we're so thrilled to be able to feature these fierce, accomplished entrepreneurs and start to give them the recognition they deserve," said *Inc.* editor-at-large Kimberly Weisul.

What started as an idea of using technology in a home-use application to help solve common vaginal health issues after Colette's son was born has now evolved into a billion-dollar market opportunity. In five short years, Joylux has emerged as the leading femtech provider of science-based and clinically validated [home-use solutions](#) for menopausal women. Launched in 2018, their vFit and vSculpt devices, with 17 issued patents, have clearances to sell in 42 countries and have garnered the love and support of doctors and women around the world. With more than \$15M in funding, Courtion has assembled a powerhouse group of investors and advisors such as Linnea Roberts of Gingerbread Capital; Dr. Kathy Fields, co-founder of Rodan+Fields; and former FDA acting commissioner Dr. Michael Friedman. Colette is passionate about making a difference in women's lives, and *Inc.*'s recognition of her accomplishments validates the enormous opportunity in women's intimate health and wellness and the progress that Joylux has made.

***Inc.* magazine**

The world's most trusted business-media brand, *Inc.* offers entrepreneurs the knowledge, tools, connections, and community to build great companies. Its prestigious *Inc.* 5000 list, produced every year since 1982, analyzes company data to recognize the fastest-growing privately held businesses in the United States. For more information, visit www.inc.com. To see the complete *Inc.* list, go to <https://www.inc.com/female-founders>.

Joylux is a global women's menopausal health platform offering a portfolio of premium high-tech devices and products under the vSculpt, vFit, and [HER Intimate Care](#) brands, which target a range of intimate health issues. Their products are backed by science and endorsed by doctors and women around the world. For more information, visit www.joylux.com.