

A Few Things Before You Go

WOMAN'S BATHROOM ODOR ELIMINATORS ADDRESS EMBARRASSMENT OF STOMACH ISSUES **BY EDITH G. TOLCHIN**

THE DELICATE TOPIC of personal hygiene inventions is not new to *Inventors Digest*: “Panty Buddy,” July 2022; “Getting Over the Underwear Struggle,” March 2018; “Squatty Potty,” August 2017—and several others!

This invention, from sisters Donna and Deborah Seeman of Charlotte, addresses the topic of gut health issues and the smells that may accompany them with a solution: bathroom odor eliminators.

Edith G. Tolchin (EGT): What is the story behind the creation of Wabi Whiffs?

Donna Seeman (DS): Wabi Whiffs® fizzing Toilet Sprinkles, Love Bombs & TooT Sprays were created by me for my sister Debbie because of Debbie’s relentless gut health issues, gall bladder removal and poo anxiety that hindered her normally sociable spirit. I wanted to use my love of science and product development to give Debbie her freedom and life back.

Inspired by our favorite childhood science project, the “exploding volcano,” Donna used the effervescing lava concept to spread the fragrant natural essential oils over the toilet water to

propel the fragrance quickly. Wanting to make an unpleasant experience fun, I added cosmetic-grade color and biodegradable glitter.

My mission was to transform everyday hygiene into a sustainable and confidence-boosting experience. With Wabi Whiffs, you can tackle life’s natural moments with confidence,

leaving embarrassment behind and embracing a more viable and self-assured you.

EGT: When did you form the company?

DS: Debbie and I formed GFY “Good For You” Products in December 2018 and officially launched Wabi Whiffs in January 2020.

EGT: How many different scented products or SKUs are you featuring?

DS: There are four categories of bathroom care products in 22 fragrances including seasonal, holiday and limited editions available in Fizzing Toilet Bombs, On-The-Go Sprinkles, TooT Spray and new unscented After Poo Booty Wipes.

EGT: Please tell us about yourself.

DS: I grew up in Charlotte and graduated from the University of Georgia. I began my career in public relations for England’s *What Car?* magazine and Nissan. Returning to the States, I worked at Turner Network Television and then as publicist for World Championship Wrestling.

After that sale to World Wrestling Entertainment, I followed my love of science and brand development to create a consumer line of products within our parents’ industrial chemical company for 15 years.

EGT: Where are you selling, in addition to on your website, wabiwhiffs.com?

DS: Wabi Whiffs is available nationwide and internationally in brick-and-mortar stores such as gift shops, hospitals, groceries, pharmacies, hotels and airports, as well as on HSN and Amazon.

EGT: Has public relations been difficult for a personal care product that might be delicate or controversial?



Wabi Whiffs Toilet Bombs keep the water smelling fresher.

“I wanted to use my love of science and product development to give (sister) Debbie her freedom and life back.”

—DONNA SEEMAN



DS: No, our upscale packaging and humor break the ice on what can be difficult for some. We have found that our products are relatable. Everyone has experienced an embarrassing moment for which they wish they could go back in time to enjoy the benefits of Wabi Whiffs.

EGT: Are you manufacturing in the United States, or overseas?

DS: Our manufacturing facility is in Charlotte, where we produce all Toilet Bombs, On-the-Go (OTG's) Sprinkle Singles and TooT Sprays. Booty Wipes are made in Israel and assembled in our Charlotte facility.

EGT: Are Wabi Whiffs patented? Trademarked?

DS: Wabi Whiffs' formulation and manufacturing process is protected by trade secret. Our brand, Wabi Whiffs logo, and slogans are trademarked.

EGT: Please share any obstacles or difficulties you've had in bringing your products to market.

DS: 1) When we launched Wabi Whiffs Toilet Sprinkles in round white jars with a spoon, we learned quickly our product was void of our personality and did not connect to our customer base—or any customer base.

After gathering feedback from those we wanted for our target market, we realigned with our heart and mission and put our personality into the product by revamping the formula with color, biodegradable glitter, assorted fragrances, adding different delivery mechanisms, and updating our packaging.

2) Launching Wabi Whiffs as COVID hit the world in early 2020 was a challenge. We had a great launch at a trade show and went home to pack orders when we started getting calls from stores wanting to postpone their orders or cancel

them. Thankfully, we had our alcohol license for making hand sanitizer and were able to pivot and support our growth by connecting with social sellers on live selling outlets.

3) We chose to create an effervescent tablet in probably the worst location: the South! The less-than-ideal climate riddled in humidity is not a friend to our fizzing tablets.

Between the moisture and need for humidity controls, we were told it could not be done. But with our chemistry and sheer willpower, we defied all odds.

EGT: Can you share any problems you've had during product development that were learning experiences?

DS: Because our formulation is effective on stinky stench, there were so many opportunities within consumer goods products that we could develop to help people. The challenge was to grow in a category, to create brand integrity, and to not spread ourselves too thin so as to lose or never gain brand authority.

Our advice is to stay focused. Don't expand too fast and water down your message. You can't be all things to everyone, and that is OK. 📦

Details: donna@wabiwhiffs.com



The line features four categories of bathroom care product.

Edith G. Tolchin has written for *Inventors Digest* since 2000 (edietolchin.com/portfolio). She is the author of several books, including "Secrets of Successful Women Inventors" (<https://a.co/d/fAGlvZJ>) and "Secrets of Successful Inventing" (<https://a.co/d/8dafJd6>).



Contents

April 2024 Volume 40 Issue 4



16

Features

- 23 **Dyson Awards**
3 International Honors
- 28 **Sweet Streams Are Made of These**
Dean Koocher Reaches Kids
Once More With Kidstream

Inventor Spotlight

- 26 **A Few Things Before You Go**
Woman's Bathroom
Odor Eliminators



Departments

- 6 **Your USPTO**
News Inventors Can Use
- 10 **Editor's Note**
Look Who's Talking Now!
- 11 **Everybody's Talking**
Best Invention Movies
- 12 **Bright Ideas**
Innovation That Shines
- 14 **Time Tested**
Great, Scots!
- 16 **Lander Zone**
A Tangled Lesson for All
- 20 **Social Hour**
Your Strategy Launchpad
- 34 **Think Marketing**
The Inventpreneur
- 36 **Meant to Invent**
4 Key Traits
- 38 **Prototyping**
Fantasy Island
- 40 **IP Market**
Predictions: Take 5
- 42 **Inventing 101**
Think Like the Other Guy
- 44 **Eye on Washington**
An 'EFF' for Honesty
- 46 **Inventiveness**
Focus on the Fun and Fascinating



26



ON THE COVER
A Kidstream viewer
watches Stephanie
from the Icelandic
TV show "LazyTown."

23



IN COOPERATION WITH



UNITED STATES PATENT AND TRADEMARK OFFICE

APRIL 2024 Volume 40 Issue 04

Inventors

DIGEST

KID POWER

TV INDUSTRY VETERAN GOES BIG WITH KIDSTREAM



\$5.95

FRSRT STD.
U.S. POSTAGE
PAID
MARCELINE, MO
PERMIT #13