

Wendy Strgar

Founder and CEO, Good Clean Love

Wendy Strgar is an award-winning entrepreneur and the Founder and CEO of Good Clean Love, a pioneer in the organic personal care product industry. Good Clean Love products are sold internationally and endorsed by over 10,000 physicians nationwide for their safe and nontoxic ingredients.

As a woman-owned B corporation, Good Clean Love prides itself on providing the most scientifically advanced personal care products with patented Bio-Match® technology designed by leading scientists. An independent scientific study found Good Clean Love's line of personal lubricant to be one of the safest products of its class.



Strgar's commitment to innovation led to the development of patented BioMatched technology for women's health. Strgar holds multiple US patents for Bio-Match technology, a leading scientific approach applying biomimicry to sexual health and hygiene products. Her work in CPG has led to FDA regulatory changes in both osmolarity requirements and the reduction of animal testing requirements for 510K clearance.

Under Wendy's leadership, Good Clean Love was distinguished by PETA as Working for Regulatory Change. Her lubricants have been named in an NIH study as among the safest in the market and they now are the number one selling natural/organic brand in the United States, with products on more than 40,000 store shelves. She was named in [Top 25 Consumer HealthTech CEOs 2020](#) and Good Clean Love was listed in [Healthcare Technology Report's Top 100 Healthcare Technology Companies of 2021](#). Good Clean Love has been included in the Real Leaders awards for 2022, 2021, and 2019. She has been named as one of the top 100 MO impact CEOs in 2022, 2021 and 2018. Good Clean Love was included in the prestigious Inc 5000 awards in 2022.

Today, Good Clean Love products are distributed in more than 50,000 stores across the United States and Canada. As a leading sexual wellness brand, Good Clean Love products are found in top retailers such as Target, CVS, Kroger, Whole Foods Market, Walgreens and more. Its best-selling SKU is the #1 organic personal lubricant on the market.

Under Wendy's leadership, Good Clean Love is a champion of sustainable business practices. In 2018, the company launched a carbon offset initiative; its flagship product, Almost Naked personal lubricant, became the first-ever Carbon Neutral intimacy product in the world. Good Clean Love is also one of the only personal care product brands whose products are packaged using bioplastic, a material made from recyclable sugar cane.

In addition to serving as Good Clean Love's CEO, Wendy is a popular blogger and author of two books. *Sex That Works: An Intimate Guide To Awakening Your Erotic Life* and *Love that Works: A Guide to Enduring Intimacy*.