



# Take a Stand

WHEN YOU REALLY  
NEED TO GO... BY EDITH G. TOLCHIN



Drs. Jacob Delarosa and Juan Leon invented The Pee Pocket to allow women to stand, rather than sit, in unsanitary restrooms.

**E**very woman, at one time or another, has experienced unsanitary or unsavory public restrooms. Until now, there have been few ways to avoid or alleviate the problem. The answer lies in The Pee Pocket™, a disposable, single-use urinary device that is used while a woman is taking the same stance in the restroom men have taken since the beginning of time: standing. Although developed for use in poor restroom conditions, The Pee Pocket has grown in popularity for road trips, outdoor activities such as camping, hiking or cycling, and public events at which the only alternative to portable toilets is “holding it.”

Invented by two physicians, Jacob Delarosa, M.D., a practicing heart surgeon and chief of cardiac and endovascular surgery at Portneuf Medical Center in Pocatello, Idaho, and his partner, Juan Leon, M.D., a cardiac anesthesiologist, The Pee Pocket has also gained recognition for medical use. Post-surgical patients, especially hip and knee replacement patients, the elderly and pregnant women who have trouble bending or squatting have regained a level of independence thanks to The Pee Pocket.

*Editor's Note: The following interview with Dr. Delarosa has been edited for clarity.*

**Edith G. Tolchin:** According to your website, “The Pee Pocket was developed by a team of doctors who were fed up with dirty and unsanitary public bathrooms for their families.” When did you and your team first come up with the idea for the product?

**Jacob Delarosa:** My family and I were taking a trip out of the country, and my wife asked me to take my 5-year-old daughter to the restroom at the airport before departing. The toilet seat was not only dirty, it was broken. I called my wife, who said to lift her up and hold her over the toilet.

During our travels, in the airplane, as well as abroad, the toilets were often dirty, and some restrooms had no toilet seats. I had to continue to hold my child above the toilet so she could urinate. My mother was with us, and she has bad knees, so hovering (over the toilet) was a challenge for her.

When I returned to Idaho, I discussed the situation with my partner, whose wife passed away several years ago. He has had to raise his daughter and son alone, and he said, “I have the same issues with my daughter when we travel.” We put our heads together and came up with The Pee Pocket.

**EGT:** Describe The Pee Pocket. What is it made out of and how does it work?

**JD:** The Pee Pocket is a single-use, biodegradable disposable urinary device. It has a patented trifold design that is made of hydrophobic paper. The Pee Pocket unfolds into a funnel shape that is placed at the perineum and when the user urinates, it directs the flow into the toilet or designated receptacle.

PHOTOS COURTESY OF JACOB DELAROSA, M.D.



**EGT:** How did you create your first prototype, and who were your first testers?

**JD:** The first prototype was created from computer paper. Our first tester was my wife, Rosabeth. I recorded her using this and posted it on YouTube. Immediately, we had several thousand views. At that moment, we knew it would be a hit. From that first prototype, there have been several improvements and variations, especially in preventing backslash.

**EGT:** Did you require FDA approval for manufacturing this product?

**JD:** We were familiar with regulatory and FDA standards, so we looked into having the product registered. Because there is no internal use, we did not need any regulatory approvals.

**EGT:** Is this product licensed or are you manufacturing on your own? If so, where is the product made?

**JD:** Currently, we are manufacturing the product in the United States and China.

**EGT:** Have you encountered any obstacles along the way of product development?

**JD:** The first issues we encountered were knockoffs and counterfeit products. Even though the product is patented, it is still very difficult to control what is being produced and sold outside of the United States.

**EGT:** When did you launch the business?

**JD:** We launched the business in July 2014 at the gynecology and urology annual meeting in Las Vegas.

**EGT:** How is the product sold?

**JD:** The product is sold through retail and e-commerce. We are on Amazon and in Ace Hardware and Shaver Pharmacy stores. We are currently working with Walmart for product placement.

**EGT:** Do you have any pearls of wisdom for *Inventors Digest* readers, many of whom are novice inventors?

**JD:** I think, first and foremost, if you are planning to have your product in the retail sector, you need to be aware that your company has to be graded. What I mean is, just as when you go to buy a house, you have to have a decent credit score. Big retail box stores require a type of credit report/score in order to work with them. Large companies work with Dun & Bradstreet. It is essential that new companies are aware of this grading system. ☎

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Edie Tolchin has contributed to *Inventors Digest* since 2000. She is the author of *Secrets of Successful Inventing* and owner of EGT Global Trading, which for more than 25 years has helped inventors with product safety issues, sourcing and China manufacturing. Contact Edie at [egt@egtglobaltrading.com](mailto:egt@egtglobaltrading.com).



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