

For Me, Not You
Company Backgrounder
Updated 12/6/2008

The Company

For Me, Not You was founded in 2008 by Debbie Spears, owner of True West Creative, a Santa Monica, Calif.-based graphic design firm. The company makes inspirational organic cotton T-shirts designed to empower and uplift the wearer. The shirts' positive messages and beautiful designs are printed on the inside of the shirts—hence the name, “For Me, Not You.”

The Inspiration

For Me, Not You was originally inspired by the 2004 independent film, “What the Bleep Do We Know!?” The film, which suggests a spiritual connection between consciousness and quantum physics, incorporates the unique work of Dr. Marasu Emoto, author of “Messages From Water.”

Dr. Emoto’s work demonstrates the power of words and music on water. He discovered that crystals formed in frozen water reveal changes when specific, concentrated thoughts are directed toward them. Positive words and sounds created intricately beautiful crystals when the water was frozen while negative words and sounds created distorted, ugly crystals.

The Ah-Ha Moment

Designer Debbie Spears breakthrough occurred when she theorized that if the human body is nearly 70 percent water and concentrated words could impact water, then perhaps they would impact people as well.

She began to tape positive messages on her water bottles and wrote them on the inside of her T-shirts. Noting how much better she felt when wearing these T-shirts, Spears created words with iron-on decals and adhered them inside T-shirts.

She produced about three-dozen shirts and gave them away. The response was overwhelmingly positive. Everyone reported feeling good when they wore the shirts—and liked the reminder of the affirmation each time they looked in the mirror.

The Business Idea is Born

It took two years and much thought, but after receiving such positive responses from the initial shirts, Spears realized the potential business opportunity. To ensure her concept could not be easily replicated, Spears combined the positive messages with her own inspiring graphic designs.

She also located a source for well-made organic cotton T's with a good cut and a manufacturer who would screen print the shirts and attach the labels.

For Me, Not You T-Shirts

Today, For Me, Not You has officially launched its first commercial line of T-shirts in eight different patterns and three styles. The shirts are available with the following affirmations:

- Peace/Harmony
- Love/Gratitude
- Thank you
- Good Fortune
- Abundance Prosperity
- Well being
- Energy/Vitality
- Strength/Honor

The 100 percent organic cotton shirts are available in women's and men's (unisex) sizes M-2XL, in short sleeve and tank top versions. The suggested retail price is \$28.

Shirts can be purchased online at www.formenotyou.com. For information on bulk or wholesale orders, contact Debbie Spears at 310-866-3204 or Debbie@truewestcreative.com.

Spears' Perspectives

"Most people wear T-shirts with the messages facing others, and many of these messages are negative. Are these the messages you really want to put out to the world? I believe we need to be more aware of what we are putting on our bodies and how that affects us—and the people around us."

"We can keep ourselves from negative harm with positive affirmations and intentions. If you're wearing my T-shirt, you can look in the mirror and be reminded of the positive intention. It's like giving yourself a positive little kick throughout your day."

For More Information

Media Contacts:

Kristen Pulsifer

Modern Health Communications, Inc.
Kristen@modernhealthcomm.com
310-913-5155

Barbara Kowalski
Modern Health Communications, Inc.
Barbara@modernhealthcomm.com
714-924-5179