

PRESS RELEASE



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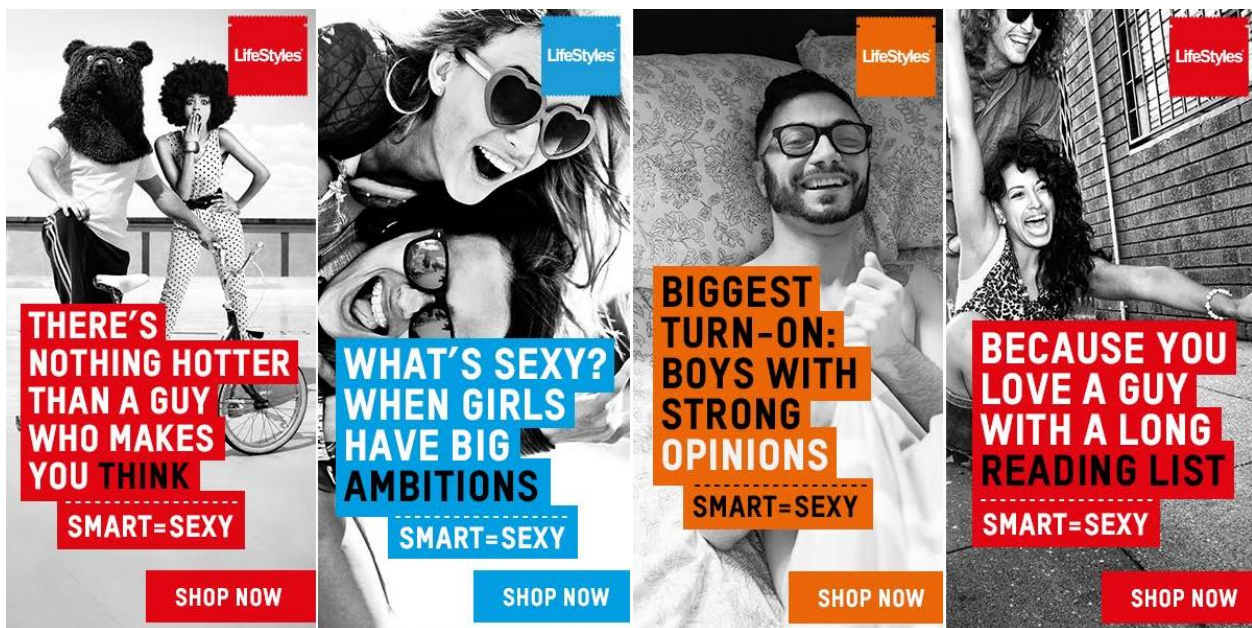
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LIFESTYLES CONDOMS LAUNCHES "SMART IS SEXY" GLOBAL ADVERTISING CAMPAIGN TO REDEFINE SEXINESS

Designed to challenge perspectives and attitudes surrounding the signs of sexy

12 December 2016, Iselin, NJ – Ansell, a global leader in protection solutions and the makers of LifeStyles® and SKYN® Condoms ("SKYN"), is proud to debut "Smart is Sexy," the LifeStyles brand's latest advertising campaign designed to challenge the way people define sexiness. Launching globally across digital, social, and out-of-home platforms, the "Smart is Sexy" campaign will activate in the United States with other countries to follow.

Mainstream portrayals of sex and sexuality can be extremely clichéd, with marketing messages, film and television, art, literature and more often weighed down by outdated stereotypes. These messages have, over time, created discomfort surrounding open and honest discussions about sex, especially for millennial consumers. LifeStyles "Smart is Sexy" advertisements challenge these clichés head-on via banner ads and videos that at first glance appear to support some outdated concepts surrounding sexiness, but upon a closer look

reveal various signs of sexy that focus on intelligence, confidence, ambition, open-mindedness and more. The campaign questions typical role models and societal expectations and aims to boost the confidence of users by encouraging them to embrace and celebrate sexiness in all its forms.

“The inspiration for ‘Smart is Sexy’ came directly from our key demographic, the millennial consumer,” says Jeyan Heper, President & General Manager, Sexual Wellness Global Business Unit at Ansell. “In various focus groups, millennials explained to us that self-confidence and sexiness are directly linked, and young adults need to ‘smarten up’ by recognizing that sexiness does not only come from superficial beauty, physical exposure or sexual performance, but from feeling self-confident and sexy about yourself as you are.”

Globally conceptualized by Hamburg, Germany-based +KNAUSS Agency and executed in the U.S. by the AMP Agency, “Smart is Sexy” will debut simultaneously in the United States, Brazil and Australia, with China and Europe kicking off the campaign in early 2017. The videos were specifically designed to be skip-able YouTube pre-roll ads and work with the Silent Autoplay Function in the Facebook timeline. Viewers who are curious to find out what turns on the men and women featured in the videos will do one of two things: either continue to watch the pre-roll ad after the first five seconds or, in case of the Facebook ad, click on the sound button.

In addition to traditional channels, in the U.S., the campaign will also be supported by a unique interactive vending machine activation which prompts users to answer five questions about sexual health in order to receive a free condom sample. Questions range from stats on STIs and contraception to the history of condoms. The machine debuted as a pop-up in New York City’s Washington Square Park on November 18th before moving to NYC’s famed Webster Hall where it will remain for at least one month before traveling to various locations including city-centers, nightclubs and bars, and colleges and universities across the United States.

All LifeStyles Condoms are triple tested to meet the highest U.S. reliability standards. LifeStyles Condoms are available at a wide range of big box retailers, drugstores, grocery and convenience stores across the U.S. Products are also available at the Company’s e-commerce website BuyCondoms.Online, as well as at online retailers such as Soap.com and Amazon.com.

For more information on the advertising campaign, please visit: <http://bit.ly/2gfKuwg> and <http://bit.ly/2ggYfiM>

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About Ansell

Ansell is a world leader in providing superior health and safety protection solutions that enhance human well-being. With operations in North America, Latin America/Caribbean, EMEA and Asia, Ansell employs nearly 15,000 people worldwide and holds leading positions in the personal protective equipment and medical gloves market, as well as in the sexual health and well-being category worldwide. Ansell operates in four main business segments: Medical, Industrial, Single Use and Sexual Wellness. Information on Ansell and its products can be found at www.ansell.com.

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About the LifeStyles Brand

Based out of Iselin, NJ, the LifeStyles brand was launched in 1985 as a U.S.-based consumer products division of Ansell Limited, a global leader in healthcare barrier protective products with operations in the Americas, Europe, Asia and Australia. With over 20 styles of condoms and an assortment of other pleasure products on the market, the brand and its affiliates are some of the leading distributors of sexual health goods in the U.S. and Canada. More information on the LifeStyles brand can be found at www.lifestyles.com.