

PRESS RELEASE

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LIFESTYLES® CONDOMS UNDERGOES MAJOR REBRAND AND UNVEILS NEW PRODUCTS

Rebrand Includes Packaging Updates and Website Re-Design for LifeStyles and SKYN® Condoms

9 February, 2016 - Iselin, NJ – Ansell, a global leader in protection solutions and the makers of LifeStyles® and SKYN® Condoms (“SKYN”), announced today a major design overhaul, including packaging updates and website redesign for LifeStyles and SKYN.

“LifeStyles is proud to be a long-standing leader in sexual wellness, and a brand that places a major focus on innovation within our category,” says Jeyan Heper, President & General Manager, Sexual Wellness Global Business Unit at Ansell. “By updating the design of our packaging and website, we now convey a look reflective of the modern advancements and technologies our products offer.”

Packaging Updates

The iconic LifeStyles brand condoms have been updated with vibrant designs and colors reflective of the product attributes within. Each new box displays unique graphics with product details overlaid to outline the specific benefits of each variety in an easy-to-read format. This redesign was initiated to build excitement surrounding safe sex, highlight pleasure enhancing product attributes, and appeal to the brand’s key millennial demographic with a bold new look.

In addition to the core LifeStyles-brand products, the first-ever polyisoprene, non-latex SKYN brand of condoms by LifeStyles will also debut an updated design for its product range. Widely known as “the closest thing to wearing nothing,” SKYN packaging has been re-invigorated to further showcase the key attributes and new messaging for SKYN, enabling users to “Feel Everything™.” The SKYN logo

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has been updated with a circular design reminiscent of the look of an unfurled condom. This design, which is color coded for each SKYN variety, will help facilitate instant identification of the brand, both in communication materials and on store shelves, helping users easily identify varieties in the SKYN range, ultimately making the selection of the most suitable product for each consumer quicker and easier.

Website Updates

In conjunction with the overall rebrand, LifeStyles has also completed an update to their current online presence with a brand new website hosted at www.LifeStyles.com. To complement the new packaging design, the website reflects a sleek and modern look. It has been reinvigorated with a strong focus on custom content including infographics, videos, articles, sex tips, tricks, and more. In addition to a fresh visual appeal, the new website delivers on a core consumer need by providing relevant, useful, down-to-earth content about sex and relationships that they are seeking.

New Products

As part of this redesign, LifeStyles is also introducing seven products to the core LifeStyles latex condom collection. These introductions include updated designs and re-brands for Ultra THYN™, KYNG™, Everlast Intense and Turbo, with brand new products including BareBack™, Ultra Studded, Ultra Ribbed and the Ultra Trial Pack, which comes in three sizes.

The redesigned LifeStyles Ultra THYN condom is 21% thinner than the brand's standard latex condom, while KYNG features extra width and length for the man who needs a larger, more comfortable fit. Everlast Intense is designed to prolong sexual activity for him while enhancing stimulation for her, featuring a special delay lubricant and 420 intense raised studs which are 25% larger in diameter and 100% deeper than regular studded condoms. The re-branded Turbo condom is specially lubricated inside and out with LifeStyles ExciteGel, which features natural L-Arginine to increase blood flow to sensitive areas, heightening sensation for the ultimate sexual experience.

LifeStyles new BareBack condom was designed specifically to meet consumer demand, and is the brand's thinnest latex condom yet at 48-60 micron, compared to the 60-80 micron thickness of traditional rubber latex. The new latex Ultra Ribbed design offers a stimulating texture with extreme ribs and premium ULTRAGLIDE™ lubricant, while the Ultra Studded design will enhance stimulation with intensely raised studs and silky ULTRAGLIDE™ lubricant with a hint of mint flavor. The introduction of the Ultra Trial Pack offers a solution for condom users who are still searching for their best fit and ideal condom style. The mixed pack is available in 12-count, 24-count, and 30-count boxes, and takes the pleasure mix one step further by including one or more Vibrating Rings in addition to the condom variety. The condom styles in the Ultra Trial Pack include LifeStyles' popular latex varieties Ultra Sensitive, Ultra Studded, Ultra Ribbed, and Ultra Lube Plus.

To connect with the brand and discover new products, condom giveaways, sex tips, unique stats and more, join us on Facebook and Twitter: www.facebook.com/lifestylesUSA and www.twitter.com/lifestylesUSA.

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About Ansell

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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.

About SKYN Condoms by LifeStyles

Based out of Iselin, NJ, the SKYN brand of condoms was launched in 2008 as the first-ever polyisoprene, non-latex condom that met all the U.S. Food and Drug Administration requirements for safety and efficacy. The SKYN brand is the latest addition to the LifeStyles brand portfolio; the LifeStyles brand of condoms was launched in 1985 as a U.S.-based consumer product of Ansell Limited.

With over 20 styles of condoms and an assortment of other pleasure products on the market, Ansell and its affiliates are some of the leading distributors of sexual health goods in the U.S. and Canada. More information on SKYN condoms can be found at www.skyncondoms.com/us/