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ANSELL LAUNCHES E-COMMERCE PLATFORM

The Makers of LifeStyles® and SKYN® Condoms Unveil New Website for Added Customer Convenience

23 February, 2016 - Iselin, NJ – Ansell, a global leader in protection solutions and the makers of LifeStyles® and SKYN® Condoms (“SKYN”), is pleased to announce today the launch of its new e-commerce website BuyCondoms.Online. Following Ansell’s rapid e-commerce growth in China and Australia over the last two years, this new site will serve as a critical component to the company’s overall business strategy in the U.S. market, and was designed to meet the demands of consumers by offering a wide- range of condoms, lubricants, and pleasure products in a convenient online store.

“Establishing a new digital platform for LifeStyles and SKYN Condoms offers our consumers a direct avenue to discover and purchase our products directly from the source through a user-friendly online shopping experience,” says Jeyan Heper, President & General Manager, Sexual Wellness Global Business Unit at Ansell. “Through our digital platform, we ensure that the sexual wellness category is at the fingertips of our consumers anytime, anywhere and on any device, providing our consumers with easy access to a wide range of products and combo-packs that satisfy evolving preferences and respond to demand for the array of sizes and styles consumers have discovered via our retail partners.”

Visitors to BuyCondoms.Online can now discover:

- **How to Find the Perfect Fit:** A virtual quiz to help customers identify their best fit condom based on sizing and sexual preferences.
- **Collection of Products:** LifeStyles and SKYN Condoms now share a common page for customers to quickly browse new and popular products to purchase.

- **Built in Shopping Cart:** The website hosts a “Buy Now” feature for a quick and efficient shopping experience, as well as a reliable shopping cart for convenient and secure purchases.
- **Exclusive Sales:** One-of-a-kind discounted packages will also be available regularly that customers won’t find anywhere else.

For more information on the new e-commerce platform and its products, please visit: [BuyCondoms.Online](http://www.buycondoms.com). To connect with the brand and discover new content, sex tips, condom giveaways, unique stats and more, please visit: <http://www.lifestyles.com/> and <http://www.skyn.com/>

LifeStyles and SKYN Condoms are also available at a wide range of big box retailers, drugstores, grocery and convenience stores across the country. Additionally, products are available at online retailers such as drugstore.com, soap.com and amazon.com.

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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. **#Ansell Protects**



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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.

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