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## **LIFESTYLES® CONDOMS INTRODUCES “SEXTING” EMOJI KEYBOARD**

*Leading Condom Brand Launches Customized Keyboard Across Top Mobile Platforms*

**30 November 2015 - Iselin, NJ** – Ansell, a global leader in protection solutions and the makers of LifeStyles® and SKYN® Condoms (“SKYN”), today announced the launch of the LifeStyles Keyboard, an emoji keyboard created with “sexting” in mind. According to the recent [2015 SKYN® Condoms Millennial Sex Survey](#), 57% of millennials reported having “sexted,” with 7% “sexting” daily and 11% “sexting” several times per week. Full of amusing, tongue-in-cheek emojis, stickers and GIFs, the LifeStyles Keyboard will help consumers take their “sexting” to the next level.

The LifeStyles Keyboard is a custom-branded keyboard application broken down into four categories: people, places, things, and phrases. Featuring sexy, entertaining and safe sex-promoting imagery including condoms, lingerie, roleplaying scenarios, locations for sex and more, the app offers a playful way for users to connect with current and potential partners. There are two components to the content: a self-contained LifeStyles branded keyboard application available for download on iPhones (iOS) and Android (Google), and a custom sticker pack featuring 15 pieces distributed across one of the largest mobile messaging applications, Kik.

“The LifeStyles Keyboard is a lighthearted way to bring the message of safe sex into the conversations millennials are already having,” says Jeyan Heper, President & General Manager, Sexual Wellness Global Business Unit at Ansell, the makers of LifeStyles and SKYN Condoms. “The keyboard will give millennials the opportunity to connect and have fun while also promoting safe sex through the content offered.”

The LifeStyles Keyboard is now [available for download](#) at no cost in the iOS App Store and Google Play Store. The keyboard will allow users to share unique content across multiple platforms including Mail, iMessage, Facebook, WhatsApp, and other third party messaging apps. For more information, please visit [www.lifestyles.com](http://www.lifestyles.com). To connect with the brand and discover condom giveaways, sex tips, stats and more, join us on Facebook and Twitter: [www.facebook.com/lifestylesUSA](https://www.facebook.com/lifestylesUSA) and [www.twitter.com/lifestylesUSA](https://www.twitter.com/lifestylesUSA).

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### **About Ansell**

Ansell is a world leader in providing superior health and safety protection solutions that enhance human well-being.

# PRESS RELEASE



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](http://www.ansell.com).



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## **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/](http://www.skyncondoms.com/us/)

## **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](http://www.lifestyles.com).