



PROPER ATTIRE™
Required for entry.™

PROPER ATTIRE™, IT'S “REQUIRED FOR ENTRY™,” New Condom Makes Safer Sex the “Must-Have” Fashion Statement

CLEVELAND, OHIO -- PROPER ATTIRE™ is making a lifestyle statement with the premiere of the new and stylish condom that is being called the “must-have” fashion accessory for women. Featuring a chic package with a unique fig leaf print, PROPER ATTIRE™ was designed to encourage women to feel more comfortable about carrying and buying condoms. That’s why it’s “Required for entry™.” PROPER ATTIRE™ proceeds will benefit Planned Parenthood Federation of America (PPFA).

“Some women are embarrassed to purchase and carry condoms. PROPER ATTIRE™ was created for this reason,” said Tara Broderick, CEO of Planned Parenthood of Northeast Ohio. “With its trendy feel and fashionable packaging, women have the opportunity to be both safer and fashionable.”

With four trendy styles — Basic (regular); Color (colored); Dots (studded); XL (extra large) — PROPER ATTIRE: Required for entry™ is a safe, yet fun and fashionable way to make sure you are properly protected.

PROPER ATTIRE™ condoms come three to a pack and will be sold at boutique shops and exclusive hotels. They will also be available at Planned Parenthood health centers and will soon be sold online. The suggested retail price of a three-pack is \$6.00.

Reliable and effective, PROPER ATTIRE™ condoms are not only FDA-tested, but undergo rigorous quality assurance testing by the manufacturer as well as by independent laboratories. With increased awareness about the spread of sexually transmitted infections, the practice of safer sex is of the utmost importance.

Research shows that every year there are more than three million unintended pregnancies, and approximately 19 million women and men will contract a sexually transmitted infection. In Ohio, every year there are more than 100,000 unintended pregnancies and more than 62,000 cases of sexually transmitted infections.

With PROPER ATTIRE™ as the new “must-have” of the season, insist on a dress code. PROPER ATTIRE™...it is required for entry.

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For additional information:

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