

ACDOCOSA reveals more SKYN

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Exponential growth for new condom category

Following the successful launch of South Africa's first polyisoprene condom, leading shopper-centric brand-custodian distributor, [ACDOCO South Africa](#) (ACDOCOSA) has announced the availability of two new variants: SKYN® Intense Feel and SKYN® Extra Lubricated.

"The SKYN® range of polyisoprene condoms provide a softer, more natural feeling and have been clinically proven to enhance sensation by combining strength with the sensitivity of an ultra-thin condom," says Sarah Edwards, Principal Account Manager & Market Development Manager for ACDOCOSA.

SKYN® Originals were launched in October 2013, and just over one year later, the category-disrupting range continues to gain traction with consumers in South Africa. "Sales month on month are growing exponentially and was the key motivator to introduce new variants in the non-latex sexual wellbeing sub-category," states Edwards.

"Consumer response from both sides of the gender spectrum locally and internationally has been overwhelming with outright majorities advocating the product in terms of preference and sensation. polyisoprene is the game changer in the category which provides an alternative to the traditional latex used since almost a century ago," Edwards adds.

Research has shown that consumers prefer the feel of SKYN® over latex, as evidenced by a 97% satisfaction rate in consumer trials. In addition, 66% of condom users convert to SKYN® once they have experienced the unique benefits of polyisoprene - a softer material that more easily adapts to the form of its wearer.

SKYN® Intense Feel condoms are intensely dotted for added stimulation and a more natural feeling for both partners. SKYN® Extra Lubricated condoms have 40% more long-lasting, ultra-smooth lubricant for maximum comfort and experience enhancement. Both variants are available in packs of six condoms.

For more information visit <http://www.skyncondoms.com/> or contact Sarah Edwards - Principal Account Manager and Market Development: Sarah.Edwards@acdoco.com

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ACDOCO SA



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