



PRESS RELEASE

A tailor-made suit for his “pride and joy”: MY.SIZE, the condom with the perfect fit

Seven condom sizes help lovers find more desire, comfort and higher safety

Munich, October 30, 2011. Until now, one size fits all was the greatest measure of things when it came to latex contraception. However, humans are not all alike: Some are large, some are thin and



some are corpulent. To meet the needs of every individual, the clothing industry produces garments in all sizes so that textiles sit where they belong with a comfortable fit. Condoms are the same way: They are nothing more than a piece of clothing, with the one difference that they are usually only available in standard sizes. For most men, this means they are a poor fit – as each penis has a different size!

And that has its consequences: **Poor-fitting condoms are mood killers and increase the risk of unwanted pregnancy and infection.**

Now, a problem of the past

Effective immediately, there is a solution to the size problem: The German manufacturer **MY.SIZE** offers quality condoms in seven different variations. One chooses the width (47, 49, 53, 57, 60, 64 or 69mm) based on the penis circumference (9.5 to 14 centimetres). And in order to find the perfect fit for a man’s pride and joy, the manufacturer has a template available for download that can be used to measure penis dimensions and indicates which MY.SIZE product is the right one.

An overview...



Category:

Product announcement

Subject:

Condoms with a perfect fit

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To find out which MY.SIZE condom is right for them, men simply measure the dimensions of their pride and joy and then select the right condom:

Penis circumference (in cm)	9.5 to 9.9	10.0 to 10.9	11.0 to 11.4	11.5 to 11.9	12.0 to 12.9	13.0 to 13.9	14.0 to 15.0
Condom size	47	49	53	57	60	64	69



Intense feeling and hold

A MY.SIZE condom of the right size rolls on perfectly, thereby yielding two effects:

1. Men experience a more intense and natural feeling during sex.
2. The danger of the condom sliding off is significantly reduced. This risk is very high with condoms that are too large and can have fatal consequences. Condoms that are too small, by contrast, run the risk of tearing, as they stretch when worn.

Jan-Vinzenz Krause, Managing Director at Vinico e.K., says: *“We want to provide the right condom for each individual in order to make safe sex more attractive. Many men have bad experiences with condoms that are too small or too large. This has a negative effect on their love life. With MY.SIZE, we’re providing a solution that is not only more fun, but also offers more safety during sex.”*

Prices and availability

MY.SIZE condoms are available in seven different sizes, each with three different package options:

- 3-pack: 2.45 euros (recommended retail price)
- 10-pack: 6.45 euros (recommended retail price)
- 36-pack: 19.95 euros (recommended retail price)

You can find image material at:

<http://www.gbpublic.de/index.php/de/bildmaterial-my-size/>

About MY.SIZE

The brand MY.SIZE is produced by R&S consumer goods GmbH, headquartered in Munich, Germany. MY.SIZE condoms is the only brand in the world to offer seven individualised sizes based on the 2001 penis size study performed by Pro Familia of North Rhine Westphalia, a non-profit organisation focussing on matters of sexuality. The aim of MY.SIZE is to provide every consumer with the right condom, thereby guaranteeing a higher level of comfort and more safety. MY.SIZE condoms are distributed all across Europe in stationary and online shops. Further information can be found at <http://www.mysize-condoms.com>