




 **introduction**

Global Consultation on the
Female Condom
September 26-29, 2005

**ACME CONDOM COMPANY
PRESENTS**






BACKGROUND


Panty Condom imported and distributed exclusively by ACME Condom Company. The product is manufactured by Natural Sensation Compañia Ltda. (NS) based in Bogotá, Colombia.

NS's contraceptive devices are barrier contraceptives used effectively to prevent unintended pregnancy and sexually transmitted diseases such as AIDS.




BACKGROUND


The contraceptives are manufactured from a polyethylene resin, a material that is thinner and stronger than latex. Polyethylene is anti-allergic, ultra sensitive, transparent and odorless, unlike contraceptives made with latex. Natural Sensation's condoms are lubricated and may be used with either oil or water based lubricants.

 **PRODUCT DESCRIPTION**

Panty Condom is a condom for women to be used in the traditional sense as a barrier birth-control method and as a preservative in the prevention of sexually transmitted diseases (STD's) and AIDS. It is unlike any other condom designed for women. Our concept is a new alternative in protection, unique in the world, created to empower women with a contraceptive under their control to permit the prevention of unwanted pregnancy and protection against STD'S and AIDS.

 **PRODUCT DESCRIPTION**

Panty Condom consists of a sensual, sexy cotton or nylon panty (thong) with an aperture in the front lower section of the panty where an interior membrane (much like a feminine day pad) contains a self adhesive condom that develops during sexual intercourse.





PRODUCT DESCRIPTION



Panty Condom is manufactured from a polyethylene resin; a material that is thinner and stronger than latex. Polyethylene is anti-allergic, ultra sensitive, transparent and odorless unlike latex. The Panty Condom is lubricated.



ADVANTAGES

- Discreet, Sexy, sensual, safe, easy to use
- You can wear it all day
- The condom itself is protected inside a membrane until used
- The panty is re-usable the condom is replaceable.
- Manufactured from polyethylene



ADVANTAGES

- Polyethylene is thinner therefore more sensitive than latex
- Polyethylene is stronger than latex
- Anti-allergic, transparent and odorless
- It does not interrupt the natural progression of the sexual act




instructions

Wearing **Panty Condom** and prior to penetration:




- Open the membrane gently by pulling on either side with both hands
- Align condom with vagina by pushing condom gently with your finger as you would a tampon
- Panty Condom is ready

 **instructions**

To Replace condom 

- Remove used condom and discard
- Take out self-adhesive refill condom from package
- Align refill condom with panty pressing on both surfaces
- Panty Condom is ready for use

 **acceptability data**

Panty Condom

- ISO 9001 /ISO 13485 Design, manufacture and final inspection of condoms made of synthetic resin.
- Annex II of Council Directive 93/42/EEC concerning medical devices for condoms made of synthetic resin.
- CE Registration: DE/CA09/0760/148




PRODUCT AVAILABILITY

Panty Condom is marketed, distributed and sold in Colombia, Panama, Costa Rica, The Dominican Republic, Venezuela, and Spain. We expect to introduce the Panty Condom to the Market in Brazil in the first quarter of 2006 and to the US Market by the third quarter of 2006.



REGULATORY STATUS


- Approved by INVIMA, in Colombia. Sanitary registry number V-002514
- European Union-CE Registration: DE/CA09/0760/148
- Australia: review and approval in progress
- Argentina: review and approval in progress
- Brazil: review by ANVISA in progress. Approval by First Quarter 2006
- USA review by FDA in progress. Approval by the third Quarter 2006



COST OF PRODUCT


Wholesale and or retail prices for the USA are to be determined; however based on current market performance outside the United States we have assigned pricing to the product that should be validated as we conduct in-depth market studies in the US

- ❑ One (1) package containing one (1) panty Condom + two (2) refills @ US \$5.00(W.S)
- ❑ One (1) package containing three (3) panty condom refills @ US \$3.75(W.S)



THE NEXT DECADE


Recognizing that gender based inequalities are a major force driving the HIV epidemic and that these inequalities prevail today unabated; the development of devices over which women have control remains an imperative and urgent necessity in the next decade.



CLOSING COMMENTS

The promotion of a condom that places women in control faces social and political barriers that may prove difficult to navigate.

However it is important to note that Natural Sensation's Party Condom is in a class by itself in this genre. The design concept, the material and the overall image is without precedent.



CLOSING COMMENTS

Regardless of the consumer response in the US market; our preliminary studies indicate that the Party Condom is a viable alternative because of its practicality, efficacy and competitive pricing. As with any idea that breaks new ground the Party Condom will require educational programs that will necessitate involvement of world health organizations, health care providers, and advocacy and grass roots groups to spread awareness to the public.