



The Female Panty Condom

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Silk Parasol's Mission

Silk Parasol's mission is ambitious: to put totally under the control of women a new means of protection from both unwanted pregnancy and sexually transmitted diseases.

Women are at the Core



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Why Silk Parasol?

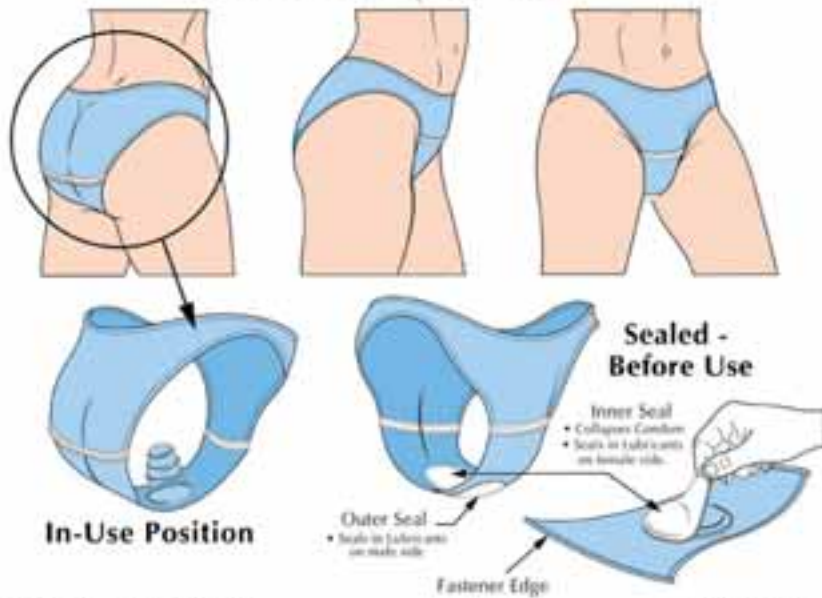
- Only complete barrier
- Fashionable and appealing
- Solution to slippage



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Prototype Development

Women's Panty Condom



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U.S. Patent # 5,369,321



Availability & Cost

Primary Goals:

1. Universal availability
2. Cost effectiveness

Projected Cost:

- Typical male condom- \$1.00 retail
- Current female condoms- \$3.50 retail
- Silk Parasol's product- \$2.25 retail US\$

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Marketing & Distribution

Primary Goals:

- Involve communities in problem solving & opportunity development
- Adapt to regional and cultural requirements
- Leverage existing local networks and partnerships
- Link health crisis problems to development opportunities

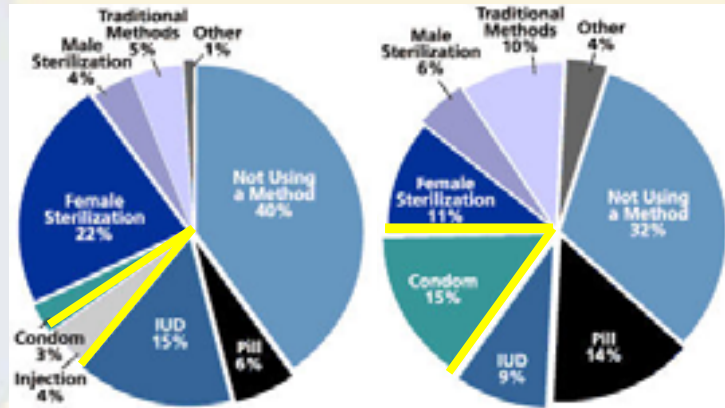
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Capturing a Larger Share of the Pie?

Less Developed Countries

More Developed Countries



Remember, this is just contraception!

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Stemming the Tide

- This disease vector behaves like none other
- Skin to skin contact causes the spread
- Abstinence is not realistic
- Biotechnology is not globally available



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Female Condoms: A Force to be Reckoned With

- Regulations need to be fast-tracked
- Male condoms were grandfathered
- Whose side am I on? 510K
- Toothbrushes: the front line of prevention



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We Are Good at Marketing

We can market cars...




Why not safe sex?



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SILK PARASOL



Marketing: Men Can Help Too

"I would never go on the field without my shin guards!"



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SILK PARASOL



Thinking Holistically: Lessons Learned from Sustainable Agriculture

SUSTAINABILITY

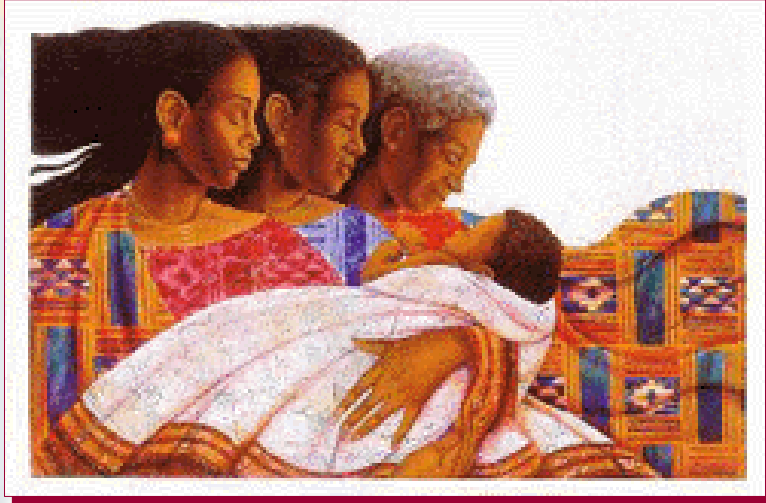
- Economics
- Environment
- Social Equity



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Thinking Across Generations



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