

# SKYN launches in South Africa

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**First global campaign for signature condom that changes everything.** Leading condom brand, SKYN®, is rolling out its global campaign in South Africa this October. SKYN® Condoms have already been successfully test marketed, and encountered huge consumer satisfaction due to the revolutionary new material, Polyisoprene, which replaces the traditional latex first used nearly a century ago.



SKYN 2's Packshot

The Polyisoprene material provides a softer, more natural feeling and is clinically proven to enhance sensation by combining strength with the sensitivity of an ultra-thin condom.

Hence the launch positioning: a condom that truly 'Changes Everything' people think about sex with a condom. This is reflected in the overwhelming consumer feedback received in France and the USA, where over 97% of respondents said they would recommend SKYN® condoms to a friend\*. Respondents also claimed the condom felt like "the closest thing to wearing nothing".

The pioneering campaign features young women endorsing the product using statistics or anecdotal lines gleaned from international research groups\*\*.

SKYN® global brand director, David Chaker, said: "There is no doubt that sexual wellbeing is a major issue for young adults in this country and around the world. By creating a premium brand with strong testimonials, which are reflected in the communications, we will create an element of desirability around this category and thereby encourage condom usage."

SKYN® has already launched its communication campaign around the world, including the UK, US, Brazil, France, Poland, India and Australia.

"SKYN® is setting out to revolutionise what people think about condoms. It is made from a new material which is much stretchier and softer than the rubber latex most widely used, creating this "closest thing to wearing nothing" sensation. Both men and women often state that this changes their sex life for the better. By providing the coveted combination of both safety and satisfaction, we aim to change everything people think about sex with condoms." added David Chaker.

\* **Jordan launches new Ultralite toothbrush with 50% less plastic** 2 Nov 2022

\* **There is a new king condom in town** 24 Aug 2022

\* **Get 2 shades whiter in 1 week with Pearl Drops Instant White** 14 Jul 2022

\* **Celebrating 10 years of Batiste in Mzansi** 13 Jul 2022

\* **Recyclable toothpaste tubes with Jordan's new packaging and formulation** 8 Apr 2022

## ACDOCO SA



ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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