

**NEW!**

# INTRODUCING **ONE**<sup>®</sup>

THE NEXT GENERATION CONDOMS









# When you purchase ONE® condoms, you're making a real difference in the lives of others.



The facts about HIV and AIDS are staggering. More than 25 million people have died from AIDS. Today, over 35 million people in the world are living with HIV. Nowhere is the crisis more devastating than in Africa.



Nearly 7 out of 10 people infected with HIV live in Sub-Saharan Africa.



9 out of 10 children living with HIV/AIDS are in Sub-Saharan Africa.



14 million children in Africa have been orphaned as a result of HIV/AIDS.

**ONE® is proud to be a socially conscious condom brand.** We know that our consumers are socially conscious, too. That's why we're proud to partner with you and The ONE Foundation to fight this epidemic.



*(Video filmed by our The Co-operative, our leading retail partner in the UK)*

**With the purchase of ONE® Condoms, we'll make a donation to support mobile HIV testing, counseling and drug treatment in remote African communities.** Every day, teams of doctors and nurses are providing life-saving medical services to children and adults living in rural villages far from hospitals and clinics.

In 2009, worldwide sales of ONE® Condoms provided the following support to the people of Africa:



Paid for more than 450 testing clinics



Tested more than 45,000 people for HIV



Provided drug treatment for 4,500 people



ONE® is a proud partner of **LIFEbeat: The Music Industry Fights AIDS**. LIFEbeat is a national non-profit organization dedicated to reaching America's youth with the message of HIV/AIDS prevention by mobilizing the talents and resources of the music industry to raise awareness and to provide support to the AIDS community. Together, ONE® and LIFEbeat have distributed thousands of free condoms to the public with cooperation from some of the biggest artists in the industry, including Beyonce, Rob Thomas and Keysha Cole.



#### **Strong - and Sensitive.**

Enjoy the peace of mind that comes with ONE® condoms. Every ONE® product is a fusion of advanced design and leading-edge manufacturing technology. Best of all, our products are tested to exceed the most rigid international standards, resulting in protection (and pleasure) you can rely on.



#### **Well-rounded design.**

Say goodbye to boring condoms in rectangular cardboard boxes and square wrappers. ONE® condoms come in sleek metal tins, with over 200 unique designs on innovative round wrappers – many of them designed by our loyal customers.



#### **Part of the solution.**

When you choose ONE® condoms, you're helping people in need. A portion of every purchase supports HIV/AIDS prevention and treatment efforts in Africa. Together with our customers, we've already improved thousands of lives.

