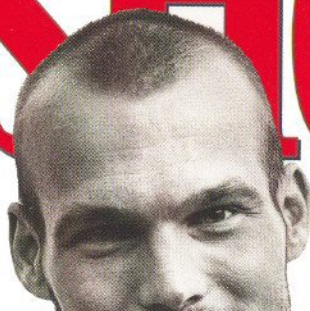


TONS OF  
USEFUL STUFF

# Men's Health

## ROCK



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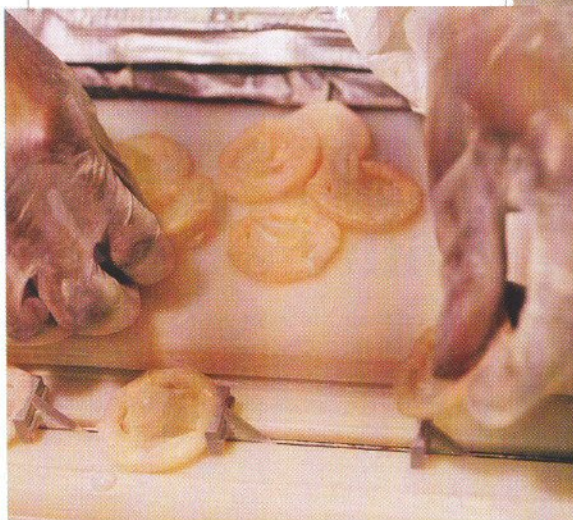
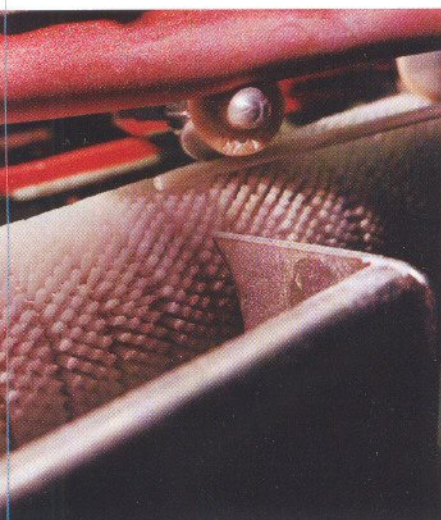
positive can lead normal, productive lives." So, rather than the heavy baggage of disease prevention ("Buy, don't die" is not the most consumer-friendly marketing approach), the condom makers are coming around to pitch their products as the entrance ticket to the big sexual playhouse. That's why the most creative, provocative, and alluring condom designs have appeared only in the past few years. We're not scared anymore, so we need to be tempted.

**J**ust outside of Princeton, New Jersey, nestled amid shade trees and cloistered inside an office complex that looks like a middle school, people are being paid to think about sex. More specifically, sex that sells. Ideas for new Trojan condom models come to fruition here in a very calculated swirl of ribs,

development (a cooler title, I cannot imagine). Kline is 50-ish, graying, and cut cleaner than a Boy Scout. Harrison is younger, equally well groomed, tall, dark, and British—more Bond than Q, even though he spends his days in a lab. After they give me a quick tour of the products on the conference table, they treat me to the company line: The latex condom is a "medical device," and the company is not promoting sex, just safe sex.

Okay. But don't they spend their days dreaming up new ways to make "staying safe" a sheet-scorching experience? What's that like? "There are no real dark secrets," explains Kline. Ideas come out of informal meetings attended by about 10 employees, both "people in the business" and some from random areas of Amkel, Trojan's parent company. Ideas that meet certain "benchmark criteria"—that is,

(From left) Workers position condoms for electronic testing; checking for leaks; brushes do the condom roll; workers place finished condoms on the packaging conveyor; a little lube'll do ya.



studs, and, well, swirls. Words like "erection," "pleasure," and "lubricant" are thrown around this office the way "integrated business solutions" might be thrown around at IBM.

In a bare-bones conference room, the Trojan army awaits in perfect formation: two dozen boxes in a line down the length of the conference table, and at the far end, their generals, the R & D tag team of Richard Kline, vice president of marketing, and Michael Harrison, Ph.D., director of barrier-contraceptive

they include proven features like spermicidal lubricant, ribs, and so on—rise to the top of the list. Take Trojan's newest model, Twisted Pleasure. The design features a swirled, baggy head similar to the Inspiral condom (made by Intell&ex), a popular competitor that's been rated number one by several men's magazines. With that name, that shape, and a hot, fluorescent green box, how can Twisted lose? Less instantly likable—and salable—ideas fall to the bottom of the list. The Slim Fit design, for