



March 7, 2005

**Contact:** Caleb Dardick  
CDA Strategies for Mayer Laboratories  
510-704-0130

[caleb@cdastrategies.com](mailto:caleb@cdastrategies.com)

Press Room at [www.microthincondoms.com](http://www.microthincondoms.com)

## **Designer Kimono® MicroThin condoms now available in a Large shape**

*California-based Mayer Labs sees growing interest in ultra thin condoms  
and increases distribution to East Coast and Canada*

**OAKLAND, CA** – Kimono MicroThin, the condom brand that pioneered the experience of super thin condoms, announces a new industry first: Kimono MicroThin Large, the only condom on the market that is ultra thin, yet strong, and now, ultra-large.

“We’ve combined the best features of ‘thin’ and ‘large’ for the first time so that men who want a larger condom no longer have to sacrifice sensation for size,” said David Mayer, President of Mayer Labs which produces the Kimono brand. “The Kimono MicroThin Large has a convex shape at the head of the condom that makes it roomy and comfortable, and it’s tailored at the base for a secure fit.”

“Men have been requesting a larger, extra-thin condom for a long time, and it's no surprise that the good people at Mayer Labs, who revolutionized condom quality in the US, have provided it,” said Carol Queen, Ph.D., Good Vibrations Staff Sexologist.

A larger shaped condom is just the latest addition to Mayer Labs best-selling line of Kimono MicroThin condoms, which are less than half the thickness of a human hair, making them substantially thinner than most condoms. Many men and women say it almost feels like not using a condom at all.

While offering maximum sensitivity and feeling, Kimono MicroThin condoms exceed all US and international standards for strength. Kimono’s superior strength is a hallmark of Japanese condom technology. Since over 75% of Japanese couples rely on condoms for contraception (birth control pills had been banned until two years ago), the Japanese have paid a great deal of attention to product quality. In a recent *Consumer Reports* study, Kimono MicroThins ranked in the top five of the “thinner” condoms.

Once only available at upscale retailers on the west coast and online, Kimono MicroThin condoms are now available at major retailers throughout the United States and Canada (see “FAQ” for locations, pricing and more). Kimono MicroThin is the leading condom in the natural foods industry popular with conscientious shoppers at Whole Foods and Wild Oats grocery stores.

The new Kimono MicroThin Large begins shipping in February where it will first be available online ([www.mayerlabs.com](http://www.mayerlabs.com) and [www.Drugstore.com](http://www.Drugstore.com)) and in traditional "brick & mortar" stores by July.