



November 12, 2009

Kare Kits Distributes 'Eco Condoms' for World Aids Day

In the weeks leading up to World Aids Day on December 1st, 2009, Canadian condom distributor Kare Kits will be offering its retailers significant discounts on its GLYDE® 'eco condoms' to help promote responsible sexual practices and a new line of prophylactics that goes easier on the planet.

'Eco-Friendly Condoms'?

Among the main aspects that qualify GLYDE® condoms as 'eco friendly' is their use of vegetable-based elements in the latex that makes up their base material. Surprisingly, most latex condoms use casein, a milk protein, to thicken latex, whereas Glyde condoms use thistle extract to do the same. Choosing plant-based elements versus dairy products in the production process both qualifies these condoms as 'vegan' and also makes them a good deal more sustainable.

This condom brand, GLYDE®, has recently been reviewed and approved by www.ethiquette.ca, an information service for consumers that highlights environmentally responsible products in Canada, and is the first condom brand recognized by PeTA and the Vegan Society as being 100% vegan and cruelty-free.

HIV/AIDS Initiative

Already distributed in over 40 points of sale across Canada, including select PharmaSave locations, Kare Kits' hope is that retailers will sell and give away more than ever in the coming months. For the month of November, retailers will be given a 20% discount of Glyde condoms. With the money saved, Kare Kits is asking retailers to donate to a cause that supports HIV/AIDS awareness and to distribute free condoms to groups promoting safe sex. By World Aids Day December 1st 2009, Kare Kits hopes to have played a small part in the global struggle to stop the spread of HIV/AIDS.

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