



CONDOM REVOLUTION
STANDARDISE CONSENT

Consent and the role that consent plays has rocketed to prominence as one of the most pivotal social issues of the 21st century. At YeahNah Condoms, we are not trying to reinvent the wheel when it comes to consent, we just don't understand why condom companies aren't putting consent warnings on condoms?

When you buy a packet of cigarettes, there's a warning; alcohol, there's a warning – even fast-food organisations are required to put calories against each item to serve as, you guessed it: a warning! It seems only logical as an industry, there needs to be a standard, to put consent warnings on condoms which is exactly what we have done, on every box & every foil.

We are proud to be the first Australian company to place consent warnings on our product. We could be the first in the world, we haven't found anyone else doing it but are open to be challenged on this. We will be working over the next 12 months through various means to establish a dialogue with our competitors, pushing them to join us and establish a self-imposed consent warning industry standard.

We're for fun but consent comes first.



Yes, we are the first Aussie company to place a consent label on every wrapper. No, we're not treating consent as a commodity that can be sold. We want to help promote the conversation and give people maybe just that extra few seconds to consider their actions.

"Consent is a really, really tricky subject," co-founder Adam Levin says.

"We don't claim to be experts in the domain, but from our experience, using these products and having grown up in a generation where talking about sex & condoms are taboo, we'd really like to change that."

YeahNah is aimed at not only setting industry standards regarding consent warnings, we are also changing the way people approach condom use. We are looking to break down barriers, taboos not just around condoms & accessibility, but to drive a more overall positive conversation when it comes to Sex.

We have used environmentally friendly & recyclable packaging but we asked ourselves: how do we take this further? Our answer is to include a biodegradable bag inside every box. We want to avoid the classic condom toilet flush or the used product ending up as a choking hazard for animals.

"Growing up, it was always a little embarrassing to buy condoms, that doesn't always change when you reach adulthood" co-founder Adam Levin

Our minimalist packaging provides a sleeker option for those looking to purchase in-store. For those buying online directly from us, we send our products in a discreet environmentally friend-mailer bag, ensuring your privacy. Again, we asked, how do we take this further? How do we make our customers' lives a little easier? The answer is simple – offer a condom subscription model!

By now you're not shocked that we again asked, how do we take our whole concept further? This one we won't give too much away on, but be sure to follow us on social media to hear from colourful characters & their stories, free sexual education & other engaging content pieces!

Yeah-Nah hits the market late October.

Sign up to our newsletter for exclusive deals, content & updates from the company.
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