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Charlie Sheen Endorses LELO HEX Condom, Says It Will Revolutionize Safe Sex

by Winnie McCroy
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Thursday Jul 7, 2016

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Charlie Sheen has joined forces with the world-leading pleasure brand LELO to unveil what experts describe as one of the most important innovations in sexual health for 70 years: LELO HEX™, the Condom Re-Engineered.

"Announcing my HIV condition gave me a new sense of purpose in speaking actively on sexual health. That's why LELO HEX™ is such an important project for me," said Sheen. "Not only is it a revolutionary product that is ready to go -- it's something

radically different that can help curb the rise of STIs and reduce the stigma on condom usage. If you want to change how people see condoms -- a great place to start is by changing the condom itself!"

LELO HEX™ launched globally June 14 on LELO.com, commencing a two-month 'HEX Appeal' project that aims to "revolutionize the world of condoms for good." For this period, up to 10,000 backers are able to order LELO HEX™ before anyone else, with Charlie Sheen endorsing the project as the first major innovation in condoms for 70 years.



(Source:www.lelo.com)

In an exclusive interview for LELO, Sheen speaks honestly for the first time on condoms, why he feels condom usage continues to decline, and why LELO HEX™ can revolutionize safe sex for good. He shared his personal views on condoms and the healing that came from the huge surge in STI-awareness after he announced his HIV-condition in November 2015. Sheen talks about his personal process of change since announcing his condition, and the role he can play in supporting LELO HEX. And he notes surprise at the lack of innovation in the condom industry, sharing personal opinions on how HEX™ can help remove the stigma that surrounds condoms today.

LELO HEX™ is a condom that is structurally different, aimed at addressing the most common complaints people have with condoms today -- that they reduce pleasure, slip frequently and break too easily. It stands as the first major step forward since the reservoir tip was added almost 70 years ago.

"We're building a better future and improving the world's sexual health through innovations in technology and design," said Filip Sedic, Inventor of LELO HEX™ and founder of LELO. "The challenge was to make something radically different with a material already approved for condom use. We did this because people need to be having great, safe sex today, not 10 years from now. That's why all the talk of new condoms has never resulted in a revolutionary design making it onto store shelves. Talk is talk, but innovation is what really changes things."

LELO's engineers spent a total of seven years on developing LELO HEX™, fueled by one important discovery: to upgrade the condom it wasn't the material that needed to change, but the structure itself.

LELO HEX™ integrates 350 individual hexagons through its ultra-thin latex surface to help it perform differently from other condoms today.

"There's a reason why honeycombs are the shape they are, and why snake scales move the way they do. It's because hexagons are strong, symmetrical, and tessellate perfectly," explained Sedic. "They're one of



-- is, you guessed it, hexagonal."

For more information, visit <https://www.lelo.com/hex-condoms-original>

LELO HEX™ Condoms | Normal Vs HEX™ Burst T...



Winnie McCroy is the Women on the EDGE Editor, HIV/Health Editor, and Assistant Entertainment Editor for EDGE Media Network, handling all women's news, HIV health stories and theater reviews throughout the U.S. She has contributed to other publications, including The Village Voice, Gay City News, Chelsea Now and The Advocate, and lives in Brooklyn, New York.

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