

# LifeStyles® Facts

- A trusted value brand with updated packaging and selection
- Enjoys a high share of Hispanic and African American purchasers\*
- Economy packs (36s) offer the retail category's highest value
- Millennials (Gen Y) understand the growing threat of STIs and HIV—attributing to 5% growth in the category.

\*MRI, Fall 2005



**LifeStyles®**  
Feel Good Protection