

New Vending Machines, Photo Booths Being Launched By Lifestyles Condoms

Smile, you are on Candid Camera! OK, maybe it isn't quite the same thing, but Lifestyles condoms has been testing out a pretty innovative new idea. And, if all things go well, you might be seeing more of Lifestyles condoms in the near future.

So, what is it that Lifestyles condoms is doing? Well, the company has been experimenting with what it calls a "Makeout Booth." The Makeout Booths are already in use at some New York nightclubs as the company does some experimentation in order to see whether or not the booths will be well received.

I personally haven't had the opportunity to play in one of these Makeout Booths, but they sound like a pretty cool idea. Basically, these Makeout Booths are similar to the old-fashioned photo booths where you would slide into a little cubicle, shut the curtain, and get your picture taken. As you might expect, however, a photo booth launched by Lifestyles condoms is a bit different from what you are used to.

In addition to taking your picture, these booths will also dispense Lifestyles condoms to those that are ready for action but looking for some protection.

"Condom-dispensing machines have always been a nightlife feature," said a spokeswoman for Lifestyles condoms, Carol Carrozza. "LifeStyles is essentially combining the concept of a condom dispenser with a black-and-white photo booth as a playful means to promote safe sex."

The booths have been placed in about a dozen different nightclubs through Manhattan. The company expects to have all of these booths in place no later than Valentine's Day. So keep your eye out for them.

While we here at CondomMan are always on board with any innovation that will help encourage the use of condoms, whether they be Lifestyles condoms or any other brand, some people are not too happy about these booths. To some, these booths are nothing more than a place for people to engage in quickies – and get their pictures taken while they are at it. According to Carrozza, that is not the intent of the booths, saying "We don't mind a little snuggling and that kind of thing, but there won't be too much more going on right there."

The reality is that there are plenty of places at Nightclubs where people can engage in a "quickie" if they want to. So, these booths being launched by Lifestyles condoms isn't going to make this happen any more often than it already does. Rather, these booths will only serve to ensure more people are using condoms when they have a sexual encounter. When caught up in the heat of the moment, it is too easy for people to decide to bypass the condom and take a chance. What Lifestyles condoms is doing is finding a fun way to make it easier to get condoms in the hands of consumers. So, it seems that Lifestyle condoms has found a great marketing strategy that will help keep people safe at the same time.

For more information visit: [New Vending Machines, Photo Booths Being Launched By Lifestyles Condoms](#)

About the Author

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