

Trojan Condoms Pairs With Indiana University for Research

Trojan condoms is partnering up with Indiana University in a study that aims to help improve the overall sexual health of people. Here at CondomMan, we are all for any kind of research that will help people to better explore their sexuality in a safe and fun way, so we are glad to hear that Trojan condoms is going academic by partnering up with the university.

The new study being conducted by Indiana University and Trojan condoms is no simple matter, either. In fact, the Center for Sexual Health Promotion at Indiana University will be conducting a three year study that will involve the condom company.

“Trojan is the largest condom company in the U.S.,” said Michael Reece, who is the director of the center. “For IU to really have the potential to influence the products they design and the way that they approach the business they do is quite significant.”

It certainly is a significant step that Trojan condoms will be taking when they pair up with the academic institution. In fact, the Bloomington site of Indiana University will now become Trojan condoms’ strategic education, research, and consulting partner. Not only will this help the company improve the safety of their products, the deal will also be quite lucrative for the university.

Indiana University and Trojan condoms are still working on determining the research projects that will be conducted, but some of the topics have already been determined. One research topic, for example, will be to determine why people use condoms in the first place. This initial research project will be geared more toward heterosexual couples that are using condoms as part of their family planning process.

“We don’t have a solid scientific understanding of what it is about a relationship or the context of marriage when condoms are the method of choice,” Reece said.

Although the partnership with Trojan condoms will lead to more sexual health research, this is not the first time Indiana University has addressed issues of sexuality. In fact, the Center for Sexual Health Promotion at Indiana University has been studying human sexuality for years now. In addition, other departments within the university will be jumping on board when it comes to helping Trojan condoms with their research, including the Kinsey Institute for Research in Sex, Gender, and Reproduction as well as the School of Health, Physical Education, and Recreation.

Hopefully, the research being sponsored by Trojan condoms will help to improve the overall quality of condoms while making them an even safer option for protecting against pregnancy and disease.

“We want to raise the bar on consumers’ definitions of what it means to be sexually healthy and break down the barriers to condom acceptance and usage,” said Trojan condoms’ vice president of marketing, Jim Daniels.

We here at CondomMan couldn’t agree more. After all, the more condoms are accepted – regardless of the brand – the more teenage pregnancies can be avoided and the more the spread of sexually transmitted diseases can be stopped. What better reason could you need for conducting this research?

For more information visit: [Trojan Condoms Pairs With Indiana University for Research](#)

About the Author

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