**LifeBrothers** – [www.LifeBrothers.net](http://www.LifeBrothers.net)

Nine years ago, I created LifeBrothers, a life coaching program, as a result of my passion for helping young men navigate life. The goal of LifeBrothers is to promote better health, authentic relationships and personal excellence in young men by encouraging men to hold themselves to a higher standard, to make better choices, and to create habits that deliver their desired future. I empower them to change their behavior and, in turn, to change the culture of alcohol abuse, drug use, hazing, sexual assault, sex without a condom and suicide on high school and college campuses. Other programs try to “tell” students what they can and cannot do and fail as a result. My program works because I have a compelling and graphically honest conversation with my men and inspire them to make better choices by deciding to do so themselves. LifeBrothers shows our brothers they are not alone with their fears and failures and, in doing so, opens the door for vulnerable, honest conversations and the amazing fraternal love and brotherhood that honesty creates. I have attached a few testimonials from young men and parents that illustrate the effectiveness of my program. The foundation of LifeBrothers is the copyrighted 20-point Life Brothers Promise that removes every stigma men have been given by society so they can have any conversation without fear, shame or hesitation. Under the LifeBrothers Promise, men have shared every issue imaginable with me including unintended pregnancies and sexually transmitted infections. When asked, these men admitted they were not wearing a condom because they did not have a condom with them because they were embarrassed to be seen carrying condoms, so, I invented UnderCover Rubber because, you cannot use a condom unless you have one– see below.

**UnderCover Rubber** – [www.UnderCoverRubber.com](http://www.UnderCoverRubber.com)

I invented 3 styles of Condom Holders to allow sexually active men (and women) to carry condoms discreetly at all times. Our first launch of UnderCover Rubber was in December 2019. As a Beta Test, the Condom Holders were offered free of charge (you just pay shipping). The initial Condom Holders were made of Vinyl. While I actually received a Patent on the first model, we were Not happy with the product because the Vinyl was too thick and stiff and both the fabric and fabrication were of poor quality. So, I spent a lot of time trying to find a new fabric/fabricator and trying to enhance the product design. In July 2020, I located a fabricator in High Point, NC which is owned by a friend who is also an alumnus of NC State – small world. We spent 4 months evaluating multiple fabrics including suede, pleather and high denier nylon as well as tweaking the design of all 3 styles to arrive at our new products. We selected Cordura high denier nylon which is thin, supple, lightweight, waterproof and very durable (also used for backpacks & luggage). In December 2020, we relaunched UnderCover Rubber with these new Nylon Condom Holders. As a continuation of our Beta Test, these new Nylon Condom Holders are also being offered free of charge (you just pay shipping) through June 30, 2021 with the goal of identifying any potential product enhancements before we begin selling these versions of the Condom Holders. We plan to start charging for the “Tool” Kits in the next month based upon the pricing feedback received to date. **We recognize we still need considerable help to enhance our product designs and develop a marketing plan.**

See below for the blast email we sent out on December 15, 2020 announcing our new and improved Condom Holders and other products. Please also read my message at the bottom of that blast email.

We currently produce:

1. Condom Holders in 3 styles (currently offered only in black color)
2. T-shirts – 3 colors/print options made of recycled water bottles (Unifi Repreve yarn) & upcycled cotton and sourced through another NC State alum in Charlotte, NC
3. Koozies – 4 colors
4. Stickers

Our Little Man mascot is named “Discreet Pete”.

I have also attached our Condom Selection Guide that is an important part of our “Tool” Kits.

The college men that have received a “Tool” Kit and accompanying Condom Selection Guide have indicated they wished they received these products when they were age 16-18.

Every university is already giving out free condoms – instead, why not give them a “Tool” Kit which helps men choose a condom that fits properly along with the companion Condom Selection Guide with important information on condoms, STIs, and consent.