

Can Thong Underwear Be the Hippest Travel Accessory?

From the makers of the "wear and discard" LeBrief disposable high-cut woman's brief, now comes LaThong-the inevitable successor touted as the hottest and most "practical" travel item.

New York, NY (PRWEB) August 30, 2005 -- DNA Products (www.dnaproductsonline.com), a New York-based disposable apparel and linens company, today announced the introduction of LaThong Disposable Panties to its line of "wear and discard" underwear. "Disposable underwear has been popular in Europe and Asia for well over 10 years," says Danita Harris, president of DNA Products. "We're trying to bring that same popularity here to the U.S."

According to Harris, disposable underwear are the practical solution to conventional underwear. "With our disposable underwear brands, we're primarily targeting the business and leisure traveler looking to save space in their luggage and time doing laundry. All of our brands are offered in three, five, or seven-piece packages about the size of a postcard, weighing less than three ounces. We want to help keep your luggage as light as possible and leave more space for clothing, gifts, and business documents. Travelers simply wear and discard their underwear after each use. Now for the return trip home, there's extra luggage space for souvenirs and other goodies."

But Harris notes that travelers are not the only ones who benefit. "Campers, hikers, spa visitors, patients, laundry-phobic college students, military servicemen and women out in the field, those who like to put on a fresh pair of underwear before or after working out-Everybody can use disposable underwear!"

With thong sales accounting for 25% of the U.S.'s \$2.6 billion women's underwear market in 2004, Harris says the introduction of LaThong was inevitable. "It only made sense for us to introduce LaThong, our disposable thong. That's the trend now in women's underwear. And we're expecting it to be just as successful as our disposable women's brief, men's brief, and men's boxer."

When asked how people are responding to the idea of disposable underwear, Harris says "We've gotten a great response. Once people understand the benefits, they're eager to try. And our customers keep coming back because they're getting a high-quality innovative product, cut to fit and feel like conventional underwear, at an affordable price. We're proud to use polypropylene, a modern synthetic performance fabric, commonly used to produce activewear and sportswear because of its ability to wick away perspiration and moisture, keeping you dry and comfortable. Polypropylene is strong, lightweight, and dries quickly. All of this is offered at \$3.00 for a package of 5 pieces."

For additional information and to purchase LaThong Disposable Panties, visit www.dnaproductsonline.com.

Established in 2001, DNA Products is a family-operated company devoted to improving the quality of life with convenient product solutions. The company is a leading supplier of disposable notions and apparel offering a full line of disposable underwear for men and women, disposable unisex industrial coveralls, disposable bed sheets, and disposable pillowcases. Their goal is to save their customers time by omitting the chore of laundry, reduce energy costs by eliminating washer and dryer use, and offer useful products at affordable prices. DNA Products serves and ships to online shoppers and major retailers across the U.S. and around the globe. The company is currently seeking additional distribution channels and welcomes inquiries.

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