Think Stink

AIDS ed goes for the nose

June 1, 1999 By Scott Hess

Ripe, raw and scent-sational, the Boston AIDS Action Committee's new safer-sex ads have men by the nose. Last spring, in an aromatic effort to breathe new life into traditional safe-sex messages, the group plastered scratch-and-sniff erotic posters above urinals at local hot spots.

Swell smells include leather, musk and freshly mowed grass. How many sniffs per poster? After six weeks, the odors were holding strong, said AIDS Action's Carisa Cunningham.

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