

From The Morning Call

Pantyhose are a defensive weapon in Iraq

By Tim Blangger
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One item U.S. military personnel in Iraq are asking for is pantyhose. Now, that might give some people pause, but pantyhose are one way that military personnel can protect themselves from pesky sand fleas.

Women's pantyhose work well enough as a sand-flea barrier, but several companies make pantyhose especially for men. **G. Lieberman & Sons** offers a practical line of male-only pantyhose through its Web site, www.glieberman.com. Several models sport male-friendly fly openings and the hose comes in several sizes, from the more traditional waist-length versions to shorter three-quarter and sock-sized models.

"We found this to be a very viable product, with real benefits, and not just something for cross-dressers," says Kimberly Najarian of Ibel Agency, which represents the e-commerce company.

G. Lieberman & Sons sells its product in 52 countries, according to Najarian. In December, the company changed the name of the male-only line from Comfilons to **ActiveWear**.

NOTE: The article mis-reported the name, but is reproduced here verbatim. This should read, "ActivSkin"

Male pantyhose are designed with the dimensions of the male body in mind, Najarian says. While women's pantyhose come up to the waist, the male versions ride a bit lower, at the level a pair of men's jeans might reach.

ActiveWear hose also have a tighter weave than women's hose, making them more durable. The male hose costs \$12-\$15 a pair, slightly less than a similar pair of polypropylene underwear, which would accomplish some of the same things as male

pantyhose.

Pantyhose have become popular among men who spend long hours on their feet, Najarian says. They help improve circulation by slightly compressing the legs. Najarian said even before the Iraq war began, the company was considering marketing male pantyhose as a sand-flea barrier.

For pantyhose manufacturers, the male trend toward hose-wearing may have come at a good time. Sales of pantyhose have been slowly dropping for several years.

tim.blangger@mcalls.com

610-820-6722

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Variations on the foregoing articles appeared in the following newspapers across the country, among others:

Billings (MT) Gazette
Charlotte (NC) Observer
Hoosier (IN) Times
Lawrence (KS) Times
Oakland (CA) Tribune
Rock Hill (SC) Herald
San Mateo (CA) Times
St. Petersburg (FL) Times
Topeka (KS) Capital Journal
Tri-Valley (SF Bay Area) Herald

It appeared as far away as France in a translated version of the story as well.