

Kotex Encourages Young Women To #ChooseltAll For Healthy Period Protection

MUMBAI, India, Jan. 16, 2023 — Kimberly-Clark's Kotex® brand, a leading global menstrual hygiene brand, recently launched a superior, premium innovation in India called the Kotex Prohealth+ sanitary pads. Kotex relaunched in India in May 2022 with its innovative Overnight Period Panties range. Eight months hence, Kotex is back with its latest offering, Kotex Prohealth+, that allows consumers to #ChooseltAll and not trade off or make compromises on their sanitary protection.

On the launch, Saakshi Verma Menon, the marketing director for Kimberly-Clark India, said, "As pioneers in feminine hygiene globally, we always encourage women to challenge misconceptions about periods. At Kotex, we don't just make pads, we actively identify problems women face when it comes to periods and tackle them with revolutionary solutions. We realized women today are choosing leak-free pads but bearing rashes, or some are choosing a soft rash-free pad but dealing with wetness. Come on, it's 2023!

Why can't women just #ChooseltAll? Hence, we are delighted to announce the launch of Kotex ProHealth+ sanitary pads in India. This disruptive new product will end the old cycle of choosing between singular benefits and give young girls a chance to elevate to Healthy Period Protection. We are optimistic that Kotex ProHealth+ will win the hearts and minds of our consumers in India, and we look forward to its commercial success."

To mark this launch, Kotex has rolled out a 360-degree marketing campaign called #ChooseltAll on multiple digital and offline touchpoints. Conceptualized by Ogilvy India, the campaign encourages young women to rethink their current period protection choices and elevate to healthy period protection.

On the campaign idea, Tanuja Bhat, the senior executive creative director at Ogilvy India, said, "Kotex is about revolutionizing period solutions and prioritizing period health. It believes that girls should not have to choose from options that make them adjust – be it in their lives or their sanitary pads. They should feel free and empowered to walk away from unhealthy things and situations.

The campaign line 'I choose it all, I am the change' reflects and celebrates that exact sentiment. With a disruptive period solution that truly delivers what it claims, we aimed at creating a campaign that carries the same disruption in terms of targeting, touchpoints, and mediums. While typically any product directed at digital natives sticks to the setting of social media, we managed to translate the statement of 'Choose It All' with an integrated approach across new age platforms."

This campaign, targeted at digital natives, has been rolled out on almost all relevant Gen Z touchpoints. Shekhar, the chief client officer and office head (west) at Wavemaker South Asia, said, "To make a mark in a highly cluttered market, it was critical we stand distinct and yet be precise. A lot of science, unique partnerships and long debates has gone behind mounting this disruptive campaign.

The media plan has been created keeping in mind the Gen Z consumer's media habits and ensuring we target them at multiple touchpoints that they are present on. In this campaign, traditional media platforms have taken a backseat, and the new age channels are being used to reach the consumer base."

Kotex ProHealth+ is created to changing the period game with its superiority of being an all-in-1 product

offering anti-leakage, anti-wetness, anti-rashes, anti-itchiness, and anti-odour protection. It also has a quick dry core, 5-layer absorption with a wide back, super soft protection wings and sides, and a green tea fragrance. The product has tested well with consumers, with 98% of girls recommending the product for healthy protection during periods.

Kotex ProHealth+ is now available in 100+ cities across general and modern trade and on leading e-commerce platforms.

Watch a brief video about this latest innovation: <https://www.youtube.com/watch?v=KI837Z7Ns3c>

About Kotex

Our Kotex, U by Kotex and Intimus brands aim to ensure a period never gets in the way of any woman's progress. Kimberly-Clark created the feminine care category with the launch of the Kotex brand 100 years ago, and today, its products are trusted by millions of women in more than 100 countries to provide outstanding protection and inspire confidence that period or not, she can.

About Kimberly-Clark

Kimberly-Clark (NYSE: KMB) and its trusted brands are an indispensable part of life for people in more than 175 countries. Fueled by ingenuity, creativity, and an understanding of people's most essential needs, we're committed to our purpose of Better Care for a Better World. Our portfolio of brands, including Huggies, Kleenex, Scott, Kotex, Cottonelle, Poise, Depend, Andrex, Pull-Ups, GoodNites, Intimus, Neve, Plenitud, Sweetie, Softex, Viva and WypAll, holds No. 1 or No. 2 share position in approximately 80 countries. We use sustainable practices that support a healthy planet, build strong communities, and ensure our business thrives for decades to come. To keep up with the latest news and to learn more about the company's 150-year history of innovation, visit [kimberly-clark.com](https://www.kimberly-clark.com)

For further information: Preeti Binoy Head – Corporate Communications and Government Affairs (India),
Kimberly-Clark Tel: +91-22-3322 0027 | +91-9769137505 Email: preeti.binoy@kcc.com

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