

# Brooke Burke-Charvet And Poise Brand Encourage Women Everywhere To Seize Their Poise Moment

## Host, Actress and Aspirational Fitness Expert & Light Incontinence Category Leader Inspire Millions of Women to Approach Light Bladder Leakage (LBL) with Confidence

DALLAS, Jan. 20, 2016 /PRNewswire/ -- What word comes to mind when thinking about those little leaks that millions of women experience when they laugh, cough, sneeze or even exercise? Is it pee? Tinkle? Spritz? How about Light Bladder Leakage (LBL)? Even though one in three women experience LBL, many shy away from talking about it with their closest family and friends – not realizing that they are not alone. That's why host, actress, fitness expert and celebrity mom Brooke Burke-Charvet has teamed up with the Poise brand ([www.Poise.com](http://www.Poise.com)), with a focus on educating women about LBL and empowering them to find the best solutions for their leaks.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7715551-poise-brand-light-bladder-leakage-campaign/>

"I'm a mom of four wonderful kids – so, of course, I, like millions of other women, experience leaks every now and then. But I've found ways to dance through the beautiful chaos that is my family, my work in the entertainment industry, my fitness classes and more, and haven't let LBL hold me back," explained Burke-Charvet. "There is something really powerful about being able to connect and relate as women, and I'm all about empowering the millions of us who experience leaks to seize their Poise moment – that exact time when we stop letting leaks interrupt our lives and reach for Poise – to help manage LBL with confidence."

Women deserve the best options for managing their LBL. Unlike period pads, only Poise Thin-Shape pads have Thin-Flex Technology. Poise also provides 3-in-1 LBL protection for dryness, comfort and odor control. Designed to move with a woman's body, Poise Thin-Shape pads are up to 40 percent thinner than original Poise brand pads and stay three times drier than leading period pads<sup>†</sup>. Poise Thin-Shape pads also feature Thin-Flex Technology that moves with your body, an Absorb-loc core that quickly locks away wetness and odor, and leak-block sides for outstanding protection.

"For more than 20 years, the Poise brand has been committed to understanding women's evolving feminine care needs and introducing them to innovative, category-changing solutions that empower and give them confidence," said Breanna Kuhn, Poise brand manager, Kimberly-Clark. "We are thrilled to offer options, like Poise Thin-Shape pads, which offer outstanding protection to help them manage their leaks with confidence and live life uninterrupted."

In addition to partnering with Burke-Charvet who appears in new Poise brand television, print and online

advertisements, free standing inserts as well as online video shorts available on [www.Poise.com](http://www.Poise.com), the Poise brand is encouraging women to seize their Poise moment with an integrated marketing approach. This includes digital partnerships, sampling, retail support and a year-long partnership with Life Time Fitness that includes in-club signage plus sponsorship of and sampling at the company's national Esprit de She races.

Visit [www.Poise.com](http://www.Poise.com) to learn more about Poise products, seizing one's Poise moment and to request a free sample.

<sup>†</sup>vs. leading similar-sized period-only pads and liners.

### **About the Poise Brand**

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage protection products for women. Poise offers pads and liners, which come in three different forms (liners, ultra thins and pads) and Poise Impressa Bladder Supports, the first, over-the-counter internal product designed to help stop leaks before they happen. For more information and to request a free consumer sample kit, visit [www.Poise.com](http://www.Poise.com).

### **About Kimberly-Clark**

Kimberly-Clark (NYSE: KMB) and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 144-year history of innovation, visit [www.Kimberly-Clark.com](http://www.Kimberly-Clark.com) or follow us on [Facebook](#) or [Twitter](#).

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