

Poll Finds America Is Ready To Talk Taboo Topics -- Well-Known Toilet Paper Brand Sets Out To Start This Conversation

Cottonelle Brand Teams Up with Documentary Filmmaker to Get People Talking... About their Bums

DALLAS, Aug. 7, 2013 /PRNewswire/ -- As bath tissue maker Cottonelle looks to open the door on bathroom conversation, toilet talk is about to go mainstream. That's right, Cottonelle wants to get North Americans talking about their bums and on the road to a better way to clean "down there" [1] by using the Cottonelle Clean Routine -- combining dry toilet paper and flushable wipes for a cleaner, fresher experience. With the help of London-based immersive journalist, Cherry Healey, Cottonelle is helping consumers to open up about their bathroom behaviors and "makeover" their old toileting routine. And with a sleek, newly designed dispenser for Cottonelle Flushable Cleansing Cloths, Healey is set to start the conversation now.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/62867-cottonelle-clean-routine-cherry-healey-get-people-talking-about-their-bums>

It's true that nothing will leave you feeling cleaner and fresher than the Cottonelle Care Routine.[2] This combination provides a clean you can feel throughout the day so you'll be ready for anything. Unfortunately, since bathroom habits are not something that people regularly talk about, many people don't know that there is a better way to feel clean and fresh than just using toilet paper alone. According to a recent survey, one third of Americans find "wiping your bum" to be the most taboo topic likely because more than 50 percent of us say we were raised not to discuss what happens behind the bathroom door. However, it seems America is ready to open the door to this topic since 80 percent of Americans say they would be comfortable talking about bathroom habits with others. Ready or not, Healey is here to talk bums.

"These things can be embarrassing subjects, but that's why I'm here... so we come out from behind the bathroom door to talk about it!" Healey explains. And talk about it she will. The commercial program launches this week with Cherry Healey leading the conversation on bathroom habits. Integrated marketing efforts span across media placements, retail and shopper marketing, public relations, digital and advertising to drive awareness and encourage consumers to "Talk About Your Bum" on and offline.

As a documentary filmmaker, Cherry isn't afraid to talk about things that others may shy away from. Her humor and charm have helped people open up to her about all kinds of "taboo"-yet-common experiences – from sex to childbirth. As a user of the Cottonelle Care Routine herself, she'll combine her professional and personal experience to talk to everybody, everywhere about their bums, and how they can use the Cottonelle Care Routine to be ready... for anything.

Ironically, while some people are hesitant to talk about bathroom habits, many of us have a habit of talking while in the bathroom. More than 60 percent of us talk on the phone and nearly 40 percent email while on the toilet. Cottonelle knows all too well that bathroom habits aren't discussed as often as they should be. "As

progressive as our society has become, we know that most consumers are not discussing the details of their bathroom routine," says Mike Haley, Cottonelle Marketing Director. "That's why we're teaming up with documentary filmmaker Cherry Healey to start this conversation about using dry and moist and help people open up and understand that there's a better way to feel clean and fresh in the bathroom versus dry alone."

The Cottonelle brand feels so strongly about the importance of highlighting better bottom care that it updated the flushables' packaging to an upright, durable dispenser as well as the name - from "wipes" to "cleansing cloths" to better reflect the role they play in a care routine. The flushable cleansing cloths are designed specifically to work with Cottonelle toilet paper to fit into your current bathroom routine. The brand hopes that both of these changes along with Cherry Healey's mission to get people talking taboo topics will further help normalize the Cottonelle Care Routine among adults.

The goal is for the Cottonelle Care Routine to become a regular bathroom habit, so much so that having wipes on hand become part of bathroom etiquette. Right now, most Americans agree that not wiping off the seat (94%), forgetting to flush (92%) and not refilling toilet paper (74%) are offensive bathroom behaviors. One quarter (25%) of Americans agree that not having flushable wipes is offensive but that number could increase as more people adopt the routine.

Visit Cottonelle Brands Facebook page to talk with Cherry and others about the Cottonelle Care Routine and then try it for yourself.

About Cottonelle Brand

The Cottonelle brand provides innovative comfort solutions for perineal personal care. Cottonelle [toilet paper](#) is available in three forms: Cottonelle Ultra Comfort Care, Cottonelle Gentle Care and Cottonelle Clean Care. To help people feel cleaner and fresher than with toilet paper alone, the brand offers Cottonelle Fresh Care flushable wipes and Cottonelle Gentle Care flushable wipes enriched with Aloe & E. For the latest product information, visit www.cottonelle.com.

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[1] Versus dry toilet paper alone

[2] Versus comparable leading national brand products

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