

Shape, Improved Fit And Protection Inspire Latest Poise Brand Innovation

First Line of Contoured Shaped Pads Improves Protection for Women with Light Bladder Leakage

DALLAS, Aug. 18, 2011 /PRNewswire/ -- The contoured shape of a woman's body is the inspiration for the latest Poise brand product innovation. Introduced today by Kimberly-Clark Corporation, the new Poise Hourglass Shape Pads is a premium line extension, offering a curved shape that improves fit while providing the same excellent protection consumers expect from the Poise brand.

This innovative product from the market leading Poise brand is especially designed to meet the needs of women with light bladder leakage (LBL) who experience difficulty with the fit and performance of traditional protective pads. Women can visit www.poise.com/hourglass to receive a free sample of the new innovation.

The new Poise Hourglass Shape Pads have innovative "stand-up" leak shields that help eliminate gaps, an absorbent core that offers the excellent protection the Poise brand is known for, all in a narrower product. In addition, Poise Hourglass Shape Pads have first-of-a-kind "pink lace" graphics and are packed in an attractive pouch, for a feminine look and feel.

"Poise Hourglass Shape Pads bring breakthrough technology to the world of light bladder leakage," said Jay Gottlieb, Vice President, North American Adult & Feminine Care for Kimberly-Clark. "This first-of-a-kind product is designed especially to meet the needs of women who are experiencing LBL and have difficulty with the fit of traditional protective pads. Poise Hourglass Shape Pads provide the performance women expect from the brand, and now offers a more feminine design these consumers will love."

The unique contoured shape of the new Poise innovation curves around the legs, enhancing the fit around the natural curves of a woman's body. According to Gottlieb, the new product line fits so well, that women only have to try it once to believe it. In K-C consumer research and testing, 83 percent of women who tried the product said they would buy it.

"We are confident women will like our new Poise Hourglass Shape Pads, and believe the new line extension should help accelerate sales growth in an already fast growing category, where the Poise brand holds the No. 1 market position with a U.S. market share in excess of 60 percent," Gottlieb said.

The introduction of Poise Hourglass Shape Pads will be supported by a multi-million dollar integrated commercial program that includes print advertising, online marketing and social media, in-store communication, coupons and an aggressive consumer sampling program to encourage women to trial the new product. Poise Hourglass Shape Pads is now available nationwide at most major retail outlets throughout North America.

LBL affects 1 in 3 women of all ages and life stages. These little leaks can happen by simply laughing, coughing, sneezing, lifting or exercising. Fortunately, women can easily and discreetly manage LBL with products specifically designed for LBL, like Poise brand liners and pads. Unlike period only products, Poise brand products provide outstanding protection for LBL to help women stay comfortably dry.

About the Poise Brand and Kimberly-Clark Corporation

Launched in 1992 by Kimberly-Clark Corporation, the Poise brand is the market leader in absorbent protection products for women. Poise brand products come in three different forms (liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. For more information and to request a free consumer sample kit, visit www.poise.com/hourglass.

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 150 countries. Every day, 1.3 billion people - nearly a quarter of the world's population - trust K-C 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 139-year history of innovation, visit www.kimberly-clark.com.

SOURCE Kimberly-Clark Corporation

For further information: George McGrath, +1-212-354-5588, gmcgrath@mcgrathmatter.com, for Kimberly-Clark Corporation; or Joey Mooring of Kimberly-Clark Corporation, +1-972-281-1443, joey.mooring@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124325>