

Giuliana Rancic Becomes The First Official Huggies Tester

The E! News Host and Busy Mom Helps Huggies Launch New and Improved Products and Shares Playdate Must-Haves

DALLAS, May 1, 2013 /PRNewswire/ -- From messy first birthday parties to playground playdates, life with babies leaves little time to stress about clean-up and leaks. Huggies® is introducing new and improved diapers and wipes designed to stand up to parents' toughest daily challenges and teamed up with mom and television personality **Giuliana Rancic** to become an **Official Huggies Tester** to try out the new products with 8-month-old Duke.

(Photo: <http://photos.prnewswire.com/prnh/20130501/CG05138-a>)

(Logo: <http://photos.prnewswire.com/prnh/20130501/CG05138LOGO-b>)

"I have loved every minute with Duke, big and small, and never want to miss a moment with him," Rancic said. "He's changing every day, from crawling to exploring new activities, there's always a new stage and I am in full mom-mode! That's why I put Huggies new and improved diapers and wipes to the test in anything we do – from his first playdate to dinner time spills – I know he'll be protected from leaks and stay clean and dry."

Become an Official Huggies Tester Yourself

Parents everywhere can grab a pack of Huggies Snug & Dry Diapers with New SureFit Design and Huggies Natural Care Wipes with New Triple Clean Layers and join Giuliana as an Official Huggies Tester. Visit **Huggies.com/Tester** and share how the diapers and wipes stood up. While there, parents can play games, participate in challenges and enter to win prizes. For every prize entry received, Huggies *Every Little Bottom* will donate a diaper to a baby in need.*

Giuliana's Tips and Must-Haves

- **Playtime Playdate.** Every good playdate should include play time for baby and face time for parents. I've found a good time of day is around 4 p.m., which is right after naps and when the day starts to feel very long! It's a great time to play with baby, catch up with friends, swap tips and get the latest on the best products. We love **Huggies Snug & Dry Diapers with New SureFit Design** – with the new flexible waistband they fit great and provide long-lasting leakage protection, up to 12 hours, so I'm confident even when Duke is at a lengthy playdate or taking a nap after the long day.
- **Find Schedule Balance.** Keeping a calendar that incorporates our entire family's schedules has been a lifesaver. I do keep it flexible though – I never know when Duke's nap will be a half hour or three hours. Since life with a baby can be very unpredictable, I like to have a few fun activities planned like a trip to the park or an afternoon snack to help give our day a little structure, and ultimately help me find some "me time" in the midst of my busy day.
- **Get a Great Clean.** Have wipes on hand no matter where you are or what room you're in. I keep them in the car, at the office, in my diaper bag and the kitchen. **Huggies Natural Care Wipes with New Triple Clean Layers** are a staple in our house, especially when we're cleaning Duke up after Mama DePandi's

spaghetti. They're gentle on his baby skin and thick enough to clean his hands, face and bottom. Plus, the wipes now come in cute packages with multiple designs that fit perfectly in any room of our house.

"Huggies has found that for most moms and dads, parenting isn't about perfection, it's about real, everyday life – the good, the bad and the messy," said Ryan Stevens, Huggies Brand Manager at Kimberly-Clark. "We're thrilled to partner with such a dedicated mom and share in the experiences she and Duke are able to tackle with our new and improved Huggies Snug & Dry Diapers and Natural Care Wipes."

Join the Conversation

Visit **Huggies.com/Tester** for more information on Huggies Snug & Dry Diapers with New SureFit Design and Huggies Natural Care Wipes with New Triple Clean Layers, as well as how to become an Official Huggies Tester. Follow Huggies on Twitter (@Huggies) and the **#HuggiesTester** conversation; connect on www.facebook.com/huggies or www.facebook.com/huggiescanada to chat with other parents and find out about Huggies brand offers.

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 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 141-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

Interviews with Giuliana Rancic are available; to schedule, please contact Jamie Hasselbring at jamie.hasselbring@edelman.com or 312.240.3341

*For every prize entry received at Huggies.com/Tester, Huggies *Every Little Bottom* will donate a diaper to the National Diaper Bank Network and Food Banks Canada to help a baby in need (up to 2 million).

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