

# Kimberly-Clark Introduces New U By Kotex Sleek Tampons And CleanWear Pads

## **New Innovations Build on Brand's Success & Sets New Level of Performance in the Category**

DALLAS, April 30, 2012 /[PRNewswire](#)/ -- Kimberly-Clark Corporation (NYSE: KMB) today announced the national launch of new U by Kotex Sleek Tampons and new U by Kotex CleanWear Pads. The newest additions to the U by Kotex product line deliver great protection and performance through innovative designs, reinforcing the brand's position as a game changer within the feminine care category.

U by Kotex Sleek Tampons feature a first-of-its-kind 'Perfect Touch Grip' applicator that is soft, smooth, and slim to provide an easy hold for "just right" placement. The new U by Kotex CleanWear Pad has a revolutionary MemoryFlex core that keeps its shape and fits closely with a woman's curves, improving flexibility. Both innovations provide women with exceptional protection and comfort, and establish a new level of performance.

"Protection is a fundamental need in the feminine care category, yet up to 50 percent of young women experience product leakage and just accept it," said Claire Miller, marketing director, Kotex North America. "These innovative new products are easy for use, provide unique fit, and deliver serious protection to help women feel confident and prepared."

In consumer testing, product attributes and benefits called out favorably by consumers included the grip, comfort and high quality applicator for the Sleek tampon; and the core material, flexible shape and absorbency delivered in the CleanWear pad.

Since its introduction in 2010, the U by Kotex brand has been instrumental in driving penetration for the Kotex brand and category growth. In its first year within the North American market, this Kotex sub-brand achieved more than 4 points of market share, quickly becoming one of K-C's fastest growing brands, and helping drive consumer interest and growth in a relatively flat category. Most recently, the IRI Symphony Group named U by Kotex the No. 3 non-food pacesetter for 2011, generating approximately \$75 million in first-year retail sales.

"U by Kotex challenges accepted norms by delivering premium products that combine innovative design, outstanding performance and a bold, straight-talking approach to marketing that is changing the conversation around feminine care," Miller said. "New U by Kotex Sleek tampons and U by Kotex CleanWear pads are the latest step in our ongoing mission to break through the sea of sameness in the category, accelerate sales and continue to build the Kotex brand into a powerhouse."

The launch of the new U by Kotex products will be supported with an integrated marketing program including television and print advertising, direct-to-consumer online communications, consumer sampling and in-store support. New U by Kotex Sleek tampons and CleanWear pads are widely available in U.S. retail outlets beginning this month.

**About Kimberly-Clark**

Kimberly-Clark 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 140-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com).

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

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