

Giuliana Rancic Empowers Women To Test Their Confidence And Go Commando With Cottonelle Brand CleanRipple Texture

Fashion and Beauty Expert Offers Expertise on Fitness, Fashion and Everything In-Between

DALLAS, May 4, 2016 /PRNewswire/ -- Cottonelle and Giuliana Rancic are teaming up to provide women with everything they need to achieve an elevated clean and approach any social situation with confidence, whether it's a night out with friends, a red carpet event or even a trip to the gym. The working mother, best-selling author and expert in red carpet fashion is joining Cottonelle brand's ongoing [Go Commando](#) program. The program, which launched last year, boldly dares Americans to go commando as a reminder that only Cottonelle CleanRipple Texture bathroom tissue is designed to clean better.[†]

"It's well known that I'm not afraid to speak my mind and ask the hard questions, which is why I'm excited to encourage others to test their clean and go commando," Rancic said. "This opportunity allows me to provide my own insight around ways to stay clean with Cottonelle CleanRipple Texture and beyond, as someone that knows the importance of clean confidence and easy tricks for achieving it firsthand. Feeling clean everywhere means you can feel confident anywhere."

Feeling clean enough to go commando isn't just a consideration when it comes to fashion. In a Cottonelle survey, nearly two in five respondents reported having gone commando for fitness.[‡] For many, being comfortable is key to performance during their workout. To feel clean and confident Rancic suggests:

- **Pony Up.** I keep hair ties and bobby pins in my bag to keep my hair out of my face when I work out. The best part? Those same items can easily transform gym hair into a sleek pony that's stylish for any occasion. If a polished pony isn't working for me, I throw in a head band to get rid of that "I just came from the gym" look. Or try a little dry shampoo or hair spray to keep that hair in check. And if all else fails, having a black, plain baseball cap handy is perfect for covering up bad hair when nothing else is working.
- **Always Stay Chic.** "Athleisure" is a trend I can get behind. Most days I'm on the go and by wearing versatile layers, I can turn my workout clothes into a cute daytime look with little to no effort. I always keep a pump or high boots in my car in case something comes up last minute. The other day, I went from dropping Duke off at school to a light workout at the gym in my black leggings to dinner that night at one of the fanciest hotels in Beverly Hills – all with just a change of shoes and some creative layering.

A Cottonelle survey commissioned by Braun Research found that men and women consider going commando for different reasons – no matter the reason, it's about feeling clean and confident. Data revealed that two-thirds (62 percent) of Americans would be more likely to consider going commando if they felt cleaner 'down there' and nearly half of respondents (48 percent) would be more likely to go commando if they felt more confident.

"We're making a bold statement to let people know that Cottonelle CleanRipple Texture offers a confident clean

and a great experience inside and outside of the bathroom," said Amanda O'Connor, Cottonelle Senior Brand Manager. "Being clean means you can feel comfortable enough to keep your mind on your health, wellness and wellbeing."

For more information and chances to win great prizes throughout the year, visit Cottonelle.com or follow the conversation using the hashtag #GoCottonelle.

About Cottonelle Brand

The Cottonelle brand provides innovative comfort solutions for perineal personal care. Only Cottonelle has CleanRipple Texture which is available in all Cottonelle toilet paper and flushable cleansing cloth products. Cottonelle [toilet paper](#) is available in three forms: Cottonelle Ultra ComfortCare, Cottonelle GentleCare and Cottonelle CleanCare. To help people feel cleaner and fresher than with toilet paper alone, the brand offers Cottonelle FreshCare flushable wipes. For the latest product information, visit www.cottonelle.com.

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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 Kimberly-Clark 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 80 countries. To keep up with the latest news and to learn more about the company's 144-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) and [Twitter](#).

† per sheet versus the leading national value brand

‡ According to 2015 Cottonelle Omnibus Survey

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For further information: Caiti Bieberich/Ketchum, Phone: 312-228-6958, caiti.bieberich@ketchum.com; OR Terry Balluck/Kimberly-Clark Corporation, Phone: 972-281-1397, media.relations@kcc.com

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