

# The Kotex Brand Empowers Moms To Initiate The Important First Period Conversation

## New Product Line Just for Tweens is a First for the Category

DALLAS, April 15, 2011 /PRNewswire/ -- Research shows that one in three young girls have no idea what's happening when they get their first period(1), and four out of five moms feel only somewhat or not at all prepared to talk to their daughter about her changing body(2). The [Kotex brand](#) is providing the tools to empower moms to proactively talk to their daughters and guide them through this important "first," including a new line of products designed specifically for tweens - [U by Kotex Tween](#).

To view the multimedia assets associated with this release, please click:

<http://multivu.prnewswire.com/mnr/kotex/49650/>

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To help mom initiate the first period conversation, the new U by Kotex Tween line offers pads that are sized smaller to fit a tween's smaller body.. U by Kotex Tween pads and liners have tween-inspired designs that come in a glittery package with a helpful informational booklet on the inside to help reduce the anxiety for mom and tween during the conversation. The brand has also partnered with Dr. Lissa Rankin, gynecologist, mother, author, life coach and founder of online community, Owing Pink, who is passionate about encouraging open communication among moms and their daughters.

"I wasn't prepared for my first period and I don't want that for my daughter," said Dr. Lissa Rankin. "I'm so proud to be working with the Kotex brand to help empower moms to have a real, open dialogue with their daughters and reduce the stress and anxiety around the 'talk' - it should be a bonding experience for both of them."

The conversation is especially important given the earlier onset of puberty in girls now than in previous years - so the Kotex brand experts are providing a wealth of tools to help moms prepare for this sometimes uncomfortable and difficult talk. Tools, available at [www.Kotex.com/Tween](http://www.Kotex.com/Tween), include conversation starters, an interactive calendar to help mom pick a day to talk to her daughter, information on first periods and other tough topics as well as a place to connect with other moms.

The Kotex brand has also worked with [Disney Family](#) to update the "Story of Menstruation" video for its 65th anniversary. The video, available at the [Kotex website](#), features Dr. Rankin with other parenting experts in a discussion about preparing for the first period conversation and how committing to picking a day to talk to your daughter can ease apprehension around the discussion. No matter what approach mom decides to take, it's important that she pick a day to talk with her daughter to ensure that she is well-prepared and to lay the foundation for future conversations about other important issues, such as peer pressure and body image.

"It's so important for moms to establish an open communication line about health and feminine care with their daughters early on," said Melissa Sexton, 'integrated marketing director, adult and feminine care, Kimberly-Clark. "We developed U by Kotex Tween after seeing a need for a product in the feminine care aisle that would support moms in approaching this challenging topic with their daughters."

For more information about the new U by Kotex Tween products and to access more tips and tools, visit [www.Kotex.com/Tween](http://www.Kotex.com/Tween).

#### About the U by Kotex Product Line and Kimberly-Clark

U by Kotex, the newest line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Black boxes and neon wrappers signify the bold stand that U by Kotex is taking to turn current category conventions upside down. U by Kotex was voted feminine care Product of the Year in a survey of 60,493 people by TNS.

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](http://www.kimberly-clark.com).

(1) Break the Cycle: A Study on Vaginal Health was conducted online by Harris Interactive in August 2009. Complete results and survey methodology available upon request.

(2) KidsHealth ParentsPoll, <http://www.nemours.org/mediaroom/news/2009/momonpuberty.html>.

SOURCE Kimberly-Clark Corporation

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