

GoodNites* TRU-FIT* - A Bedwetting Solution Providing A Worry Free Night

Moms and Children Can Sleep Soundly with GoodNites* TRU-FIT*, a Groundbreaking Bedwetting Product

NEENAH, Wis., Aug. 14, 2014 /PRNewswire/ -- Bedwetting is a condition that is more common than people think. In fact, nearly one-in-six children ages 4 - 12 in the United States wet the bed at night. As families plan for back-to-school activities, now is the time when moms and kids are extremely busy and anticipating what the year will bring. For moms of bedwetters, preparing for back-to-school can lead to anxiety for them and their children. Children might also begin to feel embarrassed or suffer from low self-esteem because of their condition, leading many to limit their participation in overnight activities such as sleepovers with friends.

To help ease stress and worry related to bedwetting, Kimberly-Clark's GoodNites® brand – a leading manufacturer of bedwetting management solutions - developed GoodNites* TRU-FIT*, machine-washable, cotton-blend underwear with disposable, absorbent inserts. GoodNites* TRU-FIT* is an innovative product with outstanding nighttime protection available for boys and girls, sizes S/M and L/XL with colors and patterns for each gender.

GoodNites® partnered with real moms of bedwetters who tried GoodNites* TRU-FIT*, and the results are astounding. Eighty-seven percent of the moms felt that the product will make their kids more confident.¹ They also expressed that their children are excited to wear GoodNites* TRU-FIT* because it truly is real underwear and a great solution to manage bedwetting and keep pajamas and sheets dry at night.

Visit the Better Night Network at www.GoodNites.com and the GoodNites® [Facebook](#) page for more information regarding GoodNites* TRU-FIT*, retailer location and availability, additional bedwetting solutions and advice from a panel of GoodNites® trusted experts.

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

For more information:

Shenetta Johnson

312.233.1395

Shenetta.Johnson@Edelman.com

Eric Bruner

972.281.1443

Eric.Bruner@kcc.com

[1] The data point referenced above comes from a 2013 GoodNites* TRU-FIT* Concept & Use Study conducted among parents whose children tried GoodNites* TRU-FIT*.

Video - http://origin-qps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/FX-CG89995-20140814-1.mp4

SOURCE Kimberly-Clark

<https://www.news.kimberly-clark.com/press-releases?item=124379>