

# Kleenex® Facial Cleansing Products Now Available Through World's Largest E-Tailers

## Fabric technology leader increases e-commerce footprint with online retail rollout across Amazon, Target, Walmart and other stores

NEENAH, Wis., Aug. 2, 2016 /PRNewswire/ -- Kleenex® brand, the inventor of the facial tissue category and trusted for its exceptional softness, announces the roll-out of its [Kleenex® Facial Cleansing](#) collection across major e-tailers, including Amazon, Target.com, Walmart.com, CVS.com, Fresh Direct, Peapod, Walgreens.com and Ulta.com beginning late July 2016 and continuing through early September. All retail sites will offer products from the collection, which includes the Facial Cleansing Wipes, Exfoliating Cushions, Eye Makeup Removers and Cotton Soft Pads.

"We're excited to now offer our Facial Cleansing line in what is the fastest growing channel in the skincare category, and also where our consumer is already shopping," said Eniko Olah, Senior Brand Manager at Kleenex. "We're committed to providing our consumers with products that deliver healthier looking skin and appreciate the importance of convenience, speed and mobility in today's fast-paced, busy environment. With this expansion, we're increasing our digital footprint and strengthening our distribution, and as a result, we're able to better serve our consumers."

Since its launch in Fall 2015, the Kleenex® Facial Cleansing collection continues to deliver an effective, easy-to-use clean that guarantees radiant results, leaving skin healthier looking than before. The full line combines uniquely textured, multilayered fabrics infused with a pro-vitamin complex and includes:

- **moist Facial Cleansing Wipes** : Exclusive multilayered, textured fabric lifts and traps dirt, oil, makeup and impurities for a naturally fresh complexion. *25 wipes + refillable dispenser, \$9.99*
- **Water activated Exfoliating Cushions** : Exclusive dual-sided cushions smooth and polish the skin while the built in water-activated cleanser purifies the skin. *12 pads + refillable dispenser, \$9.99*
- **moist Eye Makeup Removers**: Exclusive fabric technology, infused with oil-free remover, to lift and trap long-lasting eye makeup with ease. *60 removers + refillable dispenser, \$9.99*
- **Dry Cotton Soft Pads**: A versatile tool to complement every part of your beauty routine. *85 pads, \$4.99*

For more information on Kleenex® Facial Cleansing products or to learn more about the brand, please visit [www.kleenex.com/facialcleansing](http://www.kleenex.com/facialcleansing) or contact Tara Fothergill of Behrman Communications (212-986-7000 x141 / [tfothergill@behrmanpr.com](mailto:tfothergill@behrmanpr.com)). Additional product information and assets are available at [www.kleenex.com/facialcleansing/media](http://www.kleenex.com/facialcleansing/media).

### 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 Kimberly-Clark'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 No. 1 or No. 2 share positions in more than 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](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

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