

Pull-Ups® Night*Time Training Pants Superabsorbent Technology Boosts Potty Training Consistency

Research shows Pull-Ups are as absorbent as the leading size 4 diaper

NEENAH, Wis., Aug. 29, 2013 /PRNewswire/ -- Using superabsorbent technology, Pull-Ups® Brand Night*Time training pants retain more than 30 times its weight in fluid, equivalent to a quarter of a liter, according to recently released data from the brand.

Research shows that six out of seven Moms have stopped and started the potty training process, often due to inconsistency¹. With Pull-Ups Night*Time training pants, parents can continue their potty training routine at night with a "glow-in-the-dark" feature that motivates their toddlers to embrace a fun routine while getting ready for bed.

"Most parents have had a couple years of experience with diapers and are very familiar with how absorbent they are so they continue using them at night, which can cause potty training setbacks," said Dr. Heather Wittenberg, Pull-Ups Potty Training Partner. "Pull-Ups Night*Time training pants are just as absorbent as the leading size 4 diaper. They are a fun way to celebrate a toddler's next step in the potty training process, while also ensuring a consistent routine at bedtime."

Do the Bedtime Light Show

Pull-Ups is helping parents begin potty training with a fun routine that ensures "Big Kid" success with their training pants at bedtime. The Bedtime Light Show is a simple, three-step ritual that parents can use to help their toddlers get into the habit of wearing Pull-Ups Night*Time training pants:

- **"Charge 'em Up"** by putting the Pull-Ups Night*Time training pant under a bright light source for at least 30 to 60 seconds
- **"Hit the Lights"** after children put on the pants. Make sure the room is dark — even draw the shades and close the door
- **"Be a Big Kid at Night"** with the new glow-in-the-dark feature. It's just bright enough to keep children motivated but soft enough to keep bedtime calm

The Pull-Ups Night*Time training pants glow-in-the-dark panels currently feature popular Disney characters many toddlers will recognize and love - Rapunzel, Minnie Mouse, Sulley, Buzz Lightyear and Mater from "Cars".

"Our goal is to provide products and tools to make the potty training process fun and easy, no matter what time of day it is," said Mike Krebsbach, Pull-Ups Brand Director. "Switching back to diapers at night can sometimes be disruptive, and the extra absorbency of Pull-Ups Night*Time training pants along with the Bedtime Light Show will ease parents' concerns about nighttime potty training throughout the process."

Begin the Potty Training Journey

Begin the potty-training journey by visiting Pull-Ups Big Kid Academy (www.Pull-Ups.com) where you can

explore fun videos, games and celebrations for your Big Kid, plus find potty training tips, ideas and advice in a collection of resources just for parents. Check out the Pull-Ups Facebook page (www.facebook.com/pull-ups) and Twitter page (twitter.com/pullupsbigkid) to share personal potty training stories and other Big Kid experiences.

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

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¹ SOURCE: Pull-Ups® brand May 2012 Potty Training Study conducted by Strategy One Research

For more information:

Shenetta Johnson

312.233.1395

Shenetta.Johnson@Edelman.com

Eric Bruner

972.281.1443

Eric.Bruner@kcc.com

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