

Depend Brand Helps Millions Of Women Feel Confident And Live Active Lives With Launch Of New Depend Silhouette Active Fit Briefs

Partners with Carson Kressley, Sheryl Underwood and Dr. Jennifer Berman to Continue Breaking Down Category Stigmas in Year Two of Underwareness

DALLAS, April 6, 2015 /[PRNewswire](#)/ -- Over 51 million American women experience bladder leakage – a common occurrence often associated with pregnancy, childbirth or even diabetes that can leave women feeling embarrassed, less than feminine and alone. To support these women, many of whom are under the age of 50, and help give them the confidence to live more spirited and social lives, the Depend brand (www.Depend.com) is introducing new Silhouette Active Fit briefs. A moderate-absorbency brief featuring a thin design for complete comfort and the trusted protection of the Depend brand, Silhouette Active Fit briefs have a lower rise⁺ with an underwear-like look, fit and feel. A category first, this new product is available in beige and black colors. The launch of Silhouette Active Fit briefs comes in the 2nd year of Underwareness (www.Underwareness.com) – the largest effort to date, created by Depend, to help break down the stigma surrounding bladder leakage while supporting the millions of people who experience it.

Experience the interactive Multimedia News Release here <http://www.multivu.com/players/English/7469051-depend-silhouette-active-fit-briefs/>

"For the past 31 years, the Depend brand has led the incontinence category by introducing product innovations and dignified solutions that continuously help meet consumers' needs and help manage their bladder leakage," said Elizabeth Metz, Depend brand director, Kimberly-Clark. "With the launch of new Silhouette Active Fit briefs, we want to give women who experience bladder leakage the comfort, protection and confidence they deserve and we're thrilled to be able to offer yet another product that helps them live a vibrant, fulfilled life."

The launch of Silhouette Active Fit briefs in year two of Underwareness includes support from renowned fashion expert Carson Kressley, entertainer and celebrity television host Sheryl Underwood and award-winning talk show host and practicing urologist Dr. Jennifer Berman. They, along with the Depend brand, will encourage consumers to experience the difference of Silhouette Active Fit briefs and show their support for those experiencing bladder leakage by sharing photos and videos on social media using #Underwareness. For each share, the Depend brand will continue to donate \$1, up to a cumulative total of \$3 million through 2016, to The Simon Foundation for Continence and United Way Worldwide.

"I'm passionate about empowering women to feel their best by helping them feel confident in what they're wearing," said Kressley. "Women with bladder leakage will be thrilled to learn about Depend Silhouette Active Fit briefs because the product is smooth under clothes – whether that's a pair of yoga pants at the gym, a pencil skirt for work or a dress for date night."

Underwood will support the second year of Underwareness by continuing to share her personal experience with

bladder leakage and encouraging other women with the condition to try Silhouette Active Fit briefs.

"It's time people realize that bladder leakage doesn't mean you have to live a hidden or inactive lifestyle. Look at me as an example – by using Depend products, I feel feminine and free, I'm able to walk the red carpet, I exercise regularly and I work on TV and radio shows without slowing down," said Underwood. "And I'm so excited Depend Silhouette Active Fit briefs come in black and beige colors – I've been dreaming of a product like this for years, because it's comfortable and it looks like real underwear! I hope the millions of other women with bladder leakage are as excited about Depend Silhouette Active Fit briefs as I am!"

The launch of Depend Silhouette Active Fit briefs and year two of Underwareness commercial program includes a robust digital presence, a top-tier presence at BlogHer 2015, TV advertising, digital partnerships, product sampling and retail support.

Visit www.Underwareness.com to request a free sample of Depend Silhouette Active Fit briefs and support the cause.

+ vs. Depend Silhouette maximum absorbency briefs

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection⁺ and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

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

⁺Among those with a preference.

[KMB-B]

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/depend-brand-helps-millions-of-women-feel-confident-and-live-active-lives-with-launch-of-new-depend-silhouette-active-fit-briefs-300060997.html>

SOURCE Kimberly-Clark

For further information: Raina Bahu, Marina Maher Communications LLC, 212-485-1655, rbahu@mahercomm.com; or Terry Balluck, Kimberly-Clark, 972-281-1397, terry.balluck@kcc.com

<https://www.news.kimberly-clark.com/press-releases?item=124394>