

Comedienne Heather McDonald And Kotex Natural Balance Ask Women To Stand Up For What's Real

New Web Video Comedy Series and Tour Join Women Together in Sizing Up Genuine and Bogus Talk from Feminine Care Companies

DALLAS, May 8, 2012 /PRNewswire/ -- Together with comedienne Heather McDonald, Kotex Natural Balance, from Kimberly-Clark Corporation, is asking women to stand up and share their thoughts about what's real and what's not so real about the claims, innovations and storylines they see in today's feminine care advertisements. Starting May 7, McDonald will star in a new web video series on the Kotex Natural Balance Facebook page (<http://www.facebook.com/kotex>) and YouTube channel (<http://www.youtube.com/kotexvideos>) that calls out the jargon in the category (*what does nano-breeze maxi pad technology even mean?*) and invites women to join in the conversation.

To view the multimedia assets associated with this release, please visit: <http://www.multivu.com/mnr/56082-kotex-heather-mcdonald-web-video-comedy-series-feminine-care-ad-jargon>

(Photo: <http://photos.prnewswire.com/prnh/20120508/MM00718>)

"Hide your trampolines, America, because if a woman on her period is nearby, her pad is scientifically engineered to make her three times more likely to jump on it, thanks to its new Elastibounce Lining technology," joked McDonald, who is best known for her role as writer and story producer on E!'s *Chelsea Lately*. "I love that Kotex Natural Balance is being honest and real with these videos and setting the record straight about what's necessary and what's not."

Women can upload their videos and comments on the Kotex Natural Balance Facebook (<http://www.facebook.com/kotex>) page to let McDonald and Kotex Natural Balance know what's real and what's not. Their submissions will help inspire five more videos starring McDonald and influence material for a live Stand Up For What's Real comedy tour that will visit major cities later this year. McDonald will perform live at select stops.

"Women should have a fem-care brand that's honest and straightforward in every way, from the way it behaves to the protection it offers, made with real materials they've actually heard of," said Claire Miller, Kotex Brand Director. "We're excited to give women a platform to stand up for what's real about themselves and their feminine care needs, while having a little fun in the process."

Kotex Natural Balance is a line of pads, liners and tampons that are made with real materials that provide real protection. The pads and liners include a cover that is soft on skin and includes a hint of aloe and Vitamin E. All Kotex Natural Balance products keep women comfy with a breathable touch of natural cotton.

About the Kotex brand and Kimberly-Clark

The Kotex brand, Kimberly-Clark's first consumer product, was introduced to the public in 1920. K-C continues to deliver new and improved feminine hygiene products that make women's lives easier through the application of

technological advances, the opinions of medical experts and key insights gained from customers, shoppers and users. To learn more about Kotex brand products, visit www.kotex.com.

Kimberly-Clark 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 140-year history of innovation, visit www.kimberly-clark.com.

SOURCE Kimberly-Clark

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