

Kimberly-Clark Professional Teams With 'Ice Road Truckers' Star, Todd Dewey, To Promote Safety In The Workplace And In Everyday Life

ROSWELL, Ga., July 26, 2017 /PRNewswire/ -- Not many people would think that changing a tire could lead to life-altering injuries, and neither did TV personality, Todd Dewey. The star of the History Channel's hit reality show, *Ice Road Truckers*, suffered a severe eye injury when a logging truck tire exploded, launching more than 40 rock shards into his face. It took three trips to the eye surgeon to remove the debris, and while Dewey's sight was not compromised long-term, he realizes that the situation could have resulted in much more severe circumstances.

Since the injury, Dewey has become extremely vocal about the importance of safety glasses, and has struck a partnership with Kimberly-Clark Professional's [Nemesis* Safety Eyewear](#). Above all else, Dewey and [Kimberly-Clark Professional](#) are building a relationship to increase awareness of the importance of safety in the workplace and in everyday life.

"Many industrial workers consider safety glasses as just another requirement," said Jill Walter, Eye and Face Protection Category Manager, Kimberly-Clark Professional. "However, we want to elevate the importance of safety eyewear, bringing attention to the fact that accidents can happen at any time and anyone can be susceptible to eye injuries. This partnership fully embraces that mission."

Nemesis* eyewear is built on its value proposition of "Stylish Comfort. Lasting Protection," and teaming up with a top-selling product in North America held precedence for Dewey. With a follower base made up of people who use safety products on a daily basis, Dewey's primary role will be as a digital spokesperson, including information about Nemesis* products in social media posts surrounding a context of safety and eye protection.

Besides his stardom, Dewey is a very relatable, family man that Kimberly-Clark Professional choosers and users relate to on a personal level. By proving to his followers that he wasn't invincible and neither are they, Dewey hopes to increase the use of eyewear protection nationwide and Kimberly-Clark Professional aids that goal by offering a product line that fits these users' needs.

About Kimberly-Clark Professional

Kimberly-Clark Professional (NYSE: KMB) partners with businesses to create Exceptional Workplaces, helping to make them healthier, safer and more productive. Key brands in this segment include: Kleenex, Scott, WypAll, Kimtech and Jackson Safety. To see how Kimberly-Clark Professional is helping people around the world to work better, please visit www.kcprofessional.com.

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