

# Poise Brand Partners With Comedic Actresses Sherri Shepherd And Cloris Leachman To Put Menopause On The Hot Seat

## Duo Will Headline National Hot Flash Road Show Comedy Tour This Fall

DALLAS, Sept. 21, 2012 /PRNewswire/ -- Hot flashes, vaginal dryness and night sweats, oh my! Comedic actresses Sherri Shepherd and Cloris Leachman are finding the humor in menopause by headlining the Poise brand's Hot Flash Road Show, a free comedy tour making stops in New York and Los Angeles this fall. Open to the public, the Hot Flash Road Show is part of The 2nd Talk ([www.The2ndTalk.com](http://www.The2ndTalk.com)), an effort led by the Poise brand to start a whole new way to talk about menopause and help women approach this life stage with confidence.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/58216-kimberly-clark-poise-menopause-sherri-shepherd-cloris-leachman>

Fifty million women across North America are approaching or experiencing menopause, yet many are hesitant to discuss this very normal life stage. Women probably remember having a first talk that explained their changing bodies as they were approaching puberty, but there is no talk that prepares them for menopause. That's all going to change with The 2nd Talk.

The 2nd Talk also includes:

- A new, first-of-its-kind line of Poise feminine wellness products designed to work naturally with a woman's body to provide comfort during menopause.
- A Harris Interactive study in which women cited humor as their second most popular mechanism for coping with this life stage.

The Hot Flash Road Show comedy tour, which was inspired by the study findings, will pair Shepherd and Leachman to encourage women to have The 2nd Talk and help normalize the menopause conversation.

"I'm no stranger to talking about sensitive topics, so I jumped at the chance to partner with Poise brand for the Hot Flash Road Show," says Shepherd, co-host of ABC's 'The View,' and a Daytime Emmy Award winner. "With this comedy tour, I'll help women have The 2nd Talk by bringing humor to this lifestage."

"At 86 years young, I definitely have my share of menopause stories that I think every woman will eventually relate to," says Leachman, a nine time Emmy Award winning actress and star of FOX's 'Raising Hope.' "Eight in 10 women say it's time to change the way society thinks about menopause, and the Hot Flash Road Show is a unique opportunity to get people to think differently about this life stage."

The Hot Flash Road Show will stop in New York at Florence Gould Hall on September 21 and in Los Angeles at

the Brentwood Theatre on October 5. Visit [www.Poise.com/RSVP](http://www.Poise.com/RSVP) to sign up for free tickets. Attendees will help the brand reach its goal of having 1 million women join The 2nd Talk by World Menopause Day on October 18.

"The Poise brand has always taken a light-hearted approach to tackling difficult topics," says Rebecca Dunphey, Poise brand director at Kimberly-Clark. "We believe that having Sherri and Cloris put the spotlight on menopause in the Hot Flash Road Show will help women across the country feel more at ease with talking about the changes they're experiencing themselves."

Millions of women already rely on Poise brand for discreet protection from Light Bladder Leakage, but the brand's new feminine wellness line will help address common menopause symptoms like hot flashes, vaginal dryness and odor. The line features:

- **Roll-On Cooling Gel** and **Body Cooling Towelettes** to help the more than two-thirds of American women who experience hot flashes feel comfortable and refreshed when one strikes by providing a cooling sensation.
- **Personal Lubricant** designed to enhance the intimate moments and help women who experience vaginal dryness.
- **Panty Fresheners** that have a fresh, clean scent to help women who experience odors feel more confident.
- **Feminine Wash** to provide daily freshness.

To learn more about the new line of Poise brand wellness products and join The 2nd Talk, visit [www.The2ndTalk.com](http://www.The2ndTalk.com).

### About the Poise Brand and Kimberly-Clark

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage protection products for women. In July 2012, the brand expanded into the feminine wellness category with the introduction of the Poise Feminine Wellness line – a first-of-its-kind line of over-the-counter products designed specifically to provide women with comfort during menopause. For more information, visit <http://www.poise.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'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 140-year history of innovation, visit <http://www.kimberly-clark.com>.

Assets Available to Media:

- Sherri Shepherd headshot
- Cloris Leachman headshot
- Poise Hot Flash Road Show and The 2nd Talk logos
- Hot Flash Road Show Digital Flyer

SOURCE Kimberly-Clark

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