

Cottonelle Debuts Fresh, Clean Take On Bathroom Talk At The Kitchen And Bath Industry Show

Well-Known Toilet Paper Brand asks North America to Name Its Routine of Using Cottonelle Ultra Comfort Care Toilet Paper and Cottonelle Fresh Care Flushable Wipes Together

DALLAS, April 24, 2012 /PRNewswire/ -- Nothing leaves you feeling cleaner and fresher than Cottonelle Ultra Comfort Care Toilet Paper and Cottonelle Fresh Care Flushable Wipes[1]. That's why the Cottonelle brand is helping people rethink their bathroom routines by inviting North Americans to try [toilet paper](#) and [flushable wipes](#) together to experience a clean so fresh that everyone will be inspired to name it.

At this year's Kitchen and Bath Industry Show (KBIS), the Cottonelle brand will preview this enhanced clean routine among a group of people who are always looking for bathroom improvements at the "Cottonelle Care Lounge: Relax, Refresh, Recharge – You Name It!" in Chicago April 24 - 26. Host of HGTV's *Cash & Cari* and Estate Sale Guru Cari Cucksey has teamed up with the brand to kick off the Name It conversation at KBIS.

"I've always enjoyed helping people discover hidden treasures. So I was excited to partner with Cottonelle to inspire people to try one of my bathroom secrets – using Cottonelle Fresh Care Flushable Wipes together with Cottonelle Ultra Comfort Care Toilet Paper to bring on a whole new level of freshness," says Cucksey. "I call this combination 'Ready Fresh Go.' What will you name it?"

Try It. Name It.

Starting April 30th, Cottonelle Ultra Comfort Care Toilet Paper and Cottonelle Fresh Care Flushable Wipes users can join the conversation to Name It on [Facebook.com/Cottonelle](https://www.facebook.com/Cottonelle). The Name Generator on the Cottonelle Facebook Page will allow users to get a name they can use to describe their bathroom routine in three fun ways:

- The Randomizer: Simply click to get a name instantly
- The Personalizer: Answer a few questions for a personalized name
- The Customizer: Create a name to add to our Book of Names on Cottonelle.com.

People can also participate by following [@Cottonelle](https://twitter.com/Cottonelle) on Twitter for exclusive opportunities to win #NameIt prizes and check out the Book of Names on Cottonelle.com to see what others have named their routine and get fun bathroom trivia.

"While many people are passionate about the fresh, clean feeling they've come to rely on from using both toilet paper and flushable wipes, we know individuals have varying comfort levels when it comes to discussing bathroom habits," says John Stanwood, Senior Brand Manager. "The Name It program was designed to make it easier for people to experience the benefits of the Cottonelle Care Routine – our name for the routine – and to talk about it and share their name for the routine."

Cottonelle is making it easier for people to try Cottonelle Ultra Comfort Care Toilet Paper and Cottonelle Fresh Care Flushable Wipes by merchandising both products together in retail stores across North America and offering consumers a variety of price promotions throughout the year including digital coupons to make it easier for people to experience the benefits of using both Cottonelle products together.

To learn more about Name It, visit [Facebook.com/Cottonelle](https://www.facebook.com/Cottonelle).

About Cottonelle Brand

The Cottonelle brand provides innovative comfort solutions for perineal personal care. Cottonelle [toilet paper](#) is available in three forms: Cottonelle Ultra Comfort Care, Cottonelle Gentle Care and Cottonelle Clean Care. To help people feel cleaner and fresher than with toilet paper alone, the brand offers Cottonelle Fresh Care flushable wipes and Cottonelle Gentle Care flushable wipes enriched with Aloe & E. For the latest product information, visit www.cottonelle.com.

About Kimberly-Clark

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.

[1] Versus comparable leading national brand products

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