

# Kleenex® Brand Introduces Two New Products For Modern Day Life

## Innovations take more tissue on the go, offer stronger and larger tissue

DALLAS, May 2, 2017 /PRNewswire/ -- Kleenex® Brand released two new products nationwide designed to extend care for today's busy, multitasking consumers. [Kleenex® Ultra Soft\\* Go-Anywhere](#) tissue are in a versatile package and [Kleenex® Multicare\\*](#) tissue are larger and stronger, created by the facial tissue category leader.

- **Kleenex® Ultra Soft\* Go-Anywhere\* Pack tissue** features a slim format, available in four designs, a snap strap and a sealable lid that dispenses easily. The protected packaging makes tissue more mobile, accessible and convenient. Compared to traditional On-the-Go\* packs, the new Ultra-Soft\* Go-Anywhere tissue has 3x more tissue, including 30 tissues per pack.
- **Kleenex® Multicare\* tissue** is 75 percent larger and 50 percent stronger than Kleenex® Trusted Care\* tissue to help each deliver more. Available in four package designs, Kleenex® Multicare\* stands up to multiple occasions from sneezes to snacking to small spills, to confidently face whatever life brings.

"We're committed to building upon our legacy of innovation and providing products that help people take care of themselves every day," said Rusty Zaspel, senior brand manager for Kleenex® Brand Facial Tissue. "As we listened to consumer feedback and considered their busy lives, we recognized a need for convenience on-the-go while keeping tissues protected, and also providing a larger tissue that can serve more purposes."

Kleenex® Brand believes that by simply using a Kleenex® tissue to take a moment to care for yourself – harnessing your nerves, wiping a sweaty brow or drying up tears of joy – gives you the confidence and composure to face anything.

"No matter the moment, Kleenex® tissue is there for you; whether you're an active, busy mom, or settling into your first apartment, each of our new products is designed to help you 'Take care. Take it on,'" said Zaspel.

Available in stores beginning in May, the suggested retail price for Kleenex® Ultra Soft\* Go-Anywhere\* and Kleenex® Multicare\* tissue is \$2.19/single pack and \$7.29/four-pack bundle, respectively, although price will vary by retailer. To learn more about the new products and where to find them, visit [Kleenex.com](#).

### About Kimberly-Clark

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 Kimberly-Clark 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 80 countries. To keep up with the latest news and to learn more about the company's 145-year history of innovation, visit [www.kimberly-clark.com](#) or follow us on Facebook and Twitter.

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