

# GoodNites, Poise Innovations Win 2013 Product Of The Year Honors

DALLAS, Feb. 11, 2013 /PRNewswire/ -- Kimberly-Clark Corporation today announced that products from the Company's industry-leading GoodNites<sup>®</sup> and Poise<sup>®</sup> brands have been honored as "2013 Product of the Year" in their respective Children's Care and Feminine Wellness categories. Kimberly-Clark is among an exclusive group of U.S. manufacturers with multiple products ranked on the influential annual survey.

(Logo: <http://photos.prnewswire.com/prnh/20110928/DA76879LOGO>)

GoodNites Bed Mats was honored for providing children and their moms an alternative choice to manage bedwetting, while Poise was recognized for its line-up of products that deliver comfort for women over 40.

## About The Award

Operating in 32 countries and now in its fifth year in the United States, Product of the Year is the world's largest consumer-voted product award that celebrates innovation and consumer confidence in consumer packaged goods. The company annually surveys tens of thousands of U.S. shoppers asking them to judge products based on innovation, use, satisfaction and purchase intent. 2013 Product of the Year winners were published in the Feb. 10 issue of PARADE magazine. Read more at [www.productoftheyearusa.com](http://www.productoftheyearusa.com) or [www.parade.com](http://www.parade.com).

## GoodNites Bed Mats: 2013 Product of the Year, Children's Products

*The GoodNites brand has been providing trusted bedwetting solutions for more than 17 years. The revolutionary GoodNites Bed Mats, which received tens of thousands of votes from American shoppers, are the latest innovation to address this condition and make life easier for moms and children.*

"The GoodNites Bed Mats product was inspired by feedback we received from parents who wanted an alternative to disposable garments," said Jen Wilder, GoodNites brand director at Kimberly-Clark. "To have Bed Mats recognized and endorsed by American consumers and Product of the Year USA only reinforces how much we value the product, and more importantly, the positive impact it makes in providing a better night's rest for parent and child."

## The GoodNites Bed Mats Solution

*Between 5 to 7 million children ages four and older suffer from the medical condition known as nocturnal enuresis, or bedwetting.[1] Some children prefer not to wear disposable garments, making Bed Mats another option to help manage their condition. This one-of-a-kind, super absorbent, cloth-like disposable mat can be easily secured on top of bed sheets, allowing children to better manage bedwetting and ensuring a good night's sleep for the whole family.*

GoodNites Bed Mats are available for purchase in most leading grocery stores, mass merchandisers, drug stores and select online retailers. The suggested retail price for GoodNites Bed Mats Jumbo Pack is approximately \$10. Consumers can visit [GoodNites.com](http://GoodNites.com) to learn more about Bed Mats and sign up to take the Better Night Test.

## Poise: 2013 Product of the Year, Feminine Wellness

*An estimated 50 million women in North America are approaching or experiencing menopause and its various challenging symptoms. Millions of these women have long relied on Poise products for discreet protection from light bladder leakage. This suite of five products by Poise offers women hot flash comfort as well as comfort for daily freshness and intimacy.*

*Poise Roll-On Cooling Gel (suggested retail price approximately \$7) and Body Cooling Towelettes (\$3.49) help provide hot flash comfort. Poise Personal Lubricant (\$7) is designed for long-lasting lubrication to enhance the intimate experience. Poise Panty Fresheners (\$3.49) offers a fresh, clean scent to help women feel more confident in managing odors from light bladder leakage, excessive sweating and other changes they experience at this stage in their lives. Poise Feminine Wash (\$3.49) delivers daily freshness for a woman's intimate areas. Prices may vary by location.*

*"The Poise Feminine Wellness line offers products that enable women to address a challenging life stage with greater comfort and confidence," said Rebecca Dunphey, Poise brand director at Kimberly-Clark. "We see these products as a natural continuation of the relationships that Poise already has established with millions of women who rely on us for discrete protection against light bladder leakage."*

*Poise Feminine Wellness products are widely available at retail outlets across North America. For more information and additional resources, see [www.poise.com](http://www.poise.com) or [www.the2ndtalk.com](http://www.the2ndtalk.com).*

### **About the GoodNites brand**

The GoodNites brand has been a market leader and trusted partner since 1994. GoodNites has provided advice and resources to more than 280 million families as they navigate enuresis. The products help create a comfortable night for boys and girls, offering both underwear-like pants and disposable bed mats to meet personal bedwetting needs. Visit [www.GoodNites.com](http://www.GoodNites.com) to learn more about the products and for more bedwetting resources.

### **About the Poise brand**

Launched in 1992, the Poise brand is the market leader in light bladder leakage protection products for women. In 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 products designed specifically to provide women with comfort during the changes they experience at this stage in their lives. For more information, visit [www.poise.com](http://www.poise.com).

### **About Kimberly-Clark Corporation**

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 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 141-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

SOURCE Kimberly-Clark Corporation

For further information: Eric S. Bruner, +1.972.281.1443, eric.bruner@kcc.com, for Kimberly-Clark; or Priya Vaswani, +1.312.565.1251, priya.vaswani@edelman.com, for GoodNites; or Lexi Kalil, +1.212.485.6853, lkalil@mahercomm.com, for Poise

---

<https://www.news.kimberly-clark.com/press-releases?item=124474>