

# Poise Brand Introduces Revolutionary, New Poise Impressa Bladder Supports

## **First over-the-counter internal device moves the bladder leakage conversation beyond absorption**

DALLAS, Sept. 23, 2015 /[PRNewswire](#)/ -- Kimberly-Clark Corporation (NYSE: KMB) today announced the availability of the new Poise Impressa Bladder Supports – an innovative over-the-counter internal solution designed to help stop leaks before they happen.

Safe, comfortable and effective, Poise Impressa Bladder Supports give women an option that helps them stop worrying about leaks so they can experience a renewed sense of freedom and the confidence to enjoy an active, fulfilling life.

"As the light incontinence category leader, the Poise brand continues to bring superior product innovations to market," said Jay Gottlieb, Adult and Feminine Care President, Kimberly-Clark North America. "New Poise Impressa will change the category altogether and transform the lives of women with stress incontinence in a way they never thought possible – by helping to prevent leaks instead of absorbing them afterwards."

Thirty-five million women experience stress urinary incontinence, a common type of bladder leakage, which can be triggered by everyday occurrences like coughing, sneezing, laughing, lifting or even exercise. Until now, most women have had little choice but to absorb these leaks with pads and liners, or resort to more invasive solutions such as surgery.

"Women with bladder leakage are looking for options to help them discreetly and confidently manage this very common issue," said Dr. Jennifer Berman, a practicing urologist with specialized training in female urology, and a recurring co-host on TV's "The Doctors." "With the introduction of new Poise Impressa Bladder Supports, I'm thrilled to see the Poise brand is giving women with stress incontinence a conservative, non-surgical product option that provides life-changing results."

New Poise Impressa Bladder Supports are the first over-the-counter, non-absorbent internal product designed for the temporary management of stress urinary incontinence. Inserted into the vagina like a tampon, Poise Impressa Bladder Supports gently lift and support the urethra, which helps discreetly prevent urine from leaking for up to 8 hours every day.

"We know consumers want to manage their bladder leakage in a way that allows them to live their most active, worry-free life," said Paula Winkel, Senior Director, Kimberly-Clark Research and Engineering. "By effectively translating deep consumer insights, we've introduced an innovation with Poise Impressa that changes the game in the light incontinence category."

Poise Impressa Bladder Supports are available in three sizes that adapt to the unique internal shape of each woman's body. Women should start with the Poise Impressa Sizing Kit to find the size that helps effectively stop their leaks and fits most comfortably. Poise Impressa Bladder Supports have been nationally available online since February and will be widely available in retail outlets across the U.S. beginning this month. Consumers can

visit [www.impressa.com](http://www.impressa.com) to learn more.

Since 1992, Kimberly-Clark's Poise brand has been committed to understanding women's evolving feminine needs and introducing her to innovative, category-changing solutions that empower and give her confidence.

### **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 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 No. 1 or No. 2 share positions in 80 countries. To keep up with the latest K-C news and to learn more about the Company's 143-year history of innovation, visit [www.kimberly-clark.com](http://www.kimberly-clark.com) or follow us on [Facebook](#) or [Twitter](#).

### **About the Poise Brand**

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage prevention and protection products for women. Poise pads and liners come in four different forms (microliners, liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. New Poise Impresa Bladder Supports helps prevent bladder leaks before they happen and are available in three sizes; women should start with the Poise Impresa Sizing Kit to find the size that helps stop their leaks and fits most comfortably. For more information, visit [www.poise.com](http://www.poise.com) or follow us on [Facebook](#), [Twitter](#), [YouTube](#) or [Pinterest](#).

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