

Kimberly-Clark's Depend Brand Tackles Light Bladder Leakage With New Guards And Shields For Men

Former Football Star Tony Siragusa Trains Men to Guard Their Manhood for Charity

DALLAS, May 15, 2013 /PRNewswire/ -- Bladder leakage has dealt a blow to the masculinity of the approximately 23 million men who live with this common condition – many of whom often rely on homemade or feminine solutions because of the lack products made just for them. To help address this, Depend (www.depend.com) – the No. 1 brand in incontinence protection – has launched new Depend Guards and Shields, two products specifically designed for men with light bladder leakage, along with tips and tools from former professional football star Tony Siragusa in a new program called *Guard Your Manhood* (www.GuardYourManhood.com). *Guard Your Manhood* aims to help give men living with light bladder leakage the confidence to enjoy an active lifestyle and Siragusa's involvement benefits The V Foundation for Cancer Research.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/61635-kimberly-clarks-depend-brand-light-bladder-leakage-men>

New Depend Guards and Shields are made to fit a man's body and can be worn securely in a man's own underwear. Depend Guards for Men fit like an athletic cup so they stay close to the body and feature maximum absorbency for larger surges. Depend Shields for Men are ultra-thin and offer light absorbency for drips and dribbles.

Many men don't realize how common light bladder leakage is, but it's often a side effect of prostate cancer treatment. To help men guard their manhood, Siragusa has joined Depend and is training men with light bladder leakage to get back in the game with tips and tools, including new Depend Guards and Shields. In return for Siragusa's involvement, Depend will donate \$50,000 in his name to The V Foundation (www.jimmyv.org) to help fund cutting-edge prostate cancer research. The V Foundation is a charitable organization dedicated to saving lives by helping to fund critical cancer research, including prostate cancer, a leading cause of bladder control issues in men.

"I'm proud to team up with Depend to help men going through a tough time realize they don't have to be embarrassed as a result of light bladder leakage," said Siragusa. "The *Guard Your Manhood* program is a manly way to let men know about solutions like new Depend Guards and Shields that will help them manage this common condition and it's a great opportunity to support The V Foundation at the same time."

New Guards and Shields are the latest offerings from Depend brand, which offers a full suite of products to help men who experience bladder control issues manage their condition with confidence.

"Historically, men with light bladder leakage have been ignored by the industry," said Elizabeth Metz, Depend brand director, Kimberly-Clark. "As a result, many men have had to use products that were designed for women or look like they were. We see an opportunity to begin a conversation with these men to let them know they're not alone, while educating and providing them with solutions designed just for men."

A multi-faceted commercial marketing program, *Guard Your Manhood* includes television and online advertising plus online videos featuring Siragusa that provide tips and tools for men with leaks.

Visit www.GuardYourManhood.com for tips to manage leaks and to request a free sample of or to purchase new Depend Guards and Shields.

About the Depend Brand and Kimberly-Clark

Launched in 1984 by Kimberly-Clark Corporation, the Depend brand is the market leader in the adult incontinence category in North America. Over the years, the Depend brand has evolved with its consumers to provide the best protection⁺ and lend them the confidence they need to lead normal, active lives. For more information or to request a product sample, visit www.depend.com.

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 or follow us on [Facebook](#) or [Twitter](#).

About The V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State basketball coach and ESPN commentator. Since 1993, The Foundation has funded more than \$100 million in cancer research grants nationwide. It awards 100 percent of all direct cash donations to cancer research and related programs. Administrative and fundraising expenses are paid by their endowment. The Foundation distributes grants through a competitive awards process strictly supervised by a Scientific Advisory Board. For more information on The V Foundation or to make a donation, please visit www.jimmyv.org.

⁺ Among those with a preference.

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Source: Kimberly-Clark Corporation

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