

Kimberly-Clark's Poise Brand Helps Make Priceless Change To Women's Lives With New Poise Impressa Bladder Supports

First-of-its-Kind Internal Bladder Support Helps Prevent Bladder Leaks Before They Happen

DALLAS, Sept. 29, 2015 /PRNewswire/ -- For the 35 million women with stress urinary incontinence – a common type of bladder leakage – triggers like laughter and exercise can often lead to both anxiety and leaks. A new study conducted by Harris Poll on behalf of Kimberly-Clark's Poise brand (www.Poise.com) found that about four in five women ages 35-65 who have experienced bladder leakage feel living a life without leaks would be priceless (81 percent) and want the freedom to live without worrying about their next leak (81 percent). And now they can, thanks to new Poise Impressa Bladder Supports – the first and only over-the-counter internal product designed to help stop leaks *before* they happen.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7591051-poise-impressa-bladder-supports/>

No longer do women have to absorb leaks with pads and liners or resort to invasive surgery. Poise Impressa Bladder Supports (www.Impressa.com) help discreetly prevent leaks for up to 8 hours every day, giving women a groundbreaking option that helps them experience the confidence to enjoy active, fulfilling lives. The Poise brand is the only brand offering women a full suite of preventative and absorbent solutions for bladder leakage.

"As the light incontinence category leader, the Poise brand is proud to be one brand to give women so many options to help them live their lives uninterrupted," said Julie Kluka, Poise brand manager, Kimberly-Clark. "With new Poise Impressa Bladder Supports, we're empowering women to take a stand against leaks by helping to stop them before they happen. We are also making this topic less taboo by pledging our support to the Women's Health Foundation."

The Poise brand is donating \$100,000 to the Women's Health Foundation, a nonprofit organization committed to improving women's pelvic health and wellness and driving cutting-edge research initiatives, to advance work that fosters conversation about bladder leakage and creates communities for women. The Poise Impressa Bladder Leakage Survey found that one in two women (51 percent) who have experienced bladder leakage have never spoken to anyone about the issue.

"Despite being so common, bladder leakage is something many women shy away from talking about," said Dr. Jennifer Berman, a practicing urologist with specialized training in female urology, and a recurring co-host on "The Doctors." "This lack of conversation is a barrier that keeps many women from seeking the solutions they need – like Poise Impressa Bladder Supports – to live their best lives possible."

Additional survey results also found that 65 percent of all U.S. women ages 35-65 have experienced bladder leakage at some point and, of those respondents:

- About one in two (49 percent) say bladder leakage makes them feel embarrassed, while two in five say they feel old (40 percent) and frustrated (37 percent);
- Sixty-six percent have experienced a leak after they coughed and 74 percent after they sneezed, both of which are also stress urinary incontinence triggers;
- Nearly three in four women (73 percent) say if they could prevent leaks before they happen, they would feel free to be active and do the things they love.

"The Poise brand is listening to women with bladder leakage and positively changing their lives with new Poise Impressa Bladder Supports," said Dr. Jessica Shepherd, a practicing OB/GYN, women's health expert and founder of Her Viewpoint, a premier online women's health community. "I treat many women with stress urinary incontinence in my practice and can now offer them an option that helps stop leaks, enabling them to do the activities they love instead of sitting on the sidelines."

The announcement of Poise Impressa is also supported by an integrated marketing program that includes:

- Real Women & Impressa videos – a series featuring the personal stories of real women with bladder leakage and their life-changing experiences with Poise Impressa;
- A panel of health and lifestyle experts to educate and empower women about bladder leakage and Poise Impressa, including:
 - Dr. Berman and Dr. Shepherd
 - Dr. Vivian Diller, a leading psychologist in private practice with a focus on women's issues
 - Missy Lavender, MBA, founder and executive director of the Women's Health Foundation
- A series of Impressa product videos featuring Dr. Berman;
- Health care provider outreach and a presence at various medical meetings;
- Print, TV and online advertising, digital partnerships and retail support.

Visit www.Impressa.com to learn more about new Poise Impressa Bladder Supports.

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 Impressa Bladder Supports helps prevent bladder leaks before they happen and are available in three sizes; women should start with the Poise Impressa Sizing Kit to find the size that helps stop their leaks and fits most comfortably. For more information, visit www.Poise.com or follow us on [Facebook](#), [Twitter](#), [YouTube](#) or [Pinterest](#).

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 the No. 1 or No. 2 share position 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 or follow us on [Facebook](#) or [Twitter](#).

Survey Methodology

The Poise Impressa Bladder Leakage Survey was conducted online within the United States by Harris Poll on behalf of Kimberly-Clark between July 9 and July 13, 2015 among 1,008 women ages 35-65 who currently reside in the United States, including 663 women who have ever experienced bladder leakage. For complete research method, including weighting variables, please contact Raina Bahu at rbahu@mahercomm.com.

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To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/kimberly-clarks-poise-brand-helps-make-priceless-change-to-womens-lives-with-new-poise-impressa-bladder-supports-300150189.html>

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