

The U By Kotex Brand Continues To Improve The Feminine Care Experience For Women Through New Product Innovations

Introduces New Security Ultra Thin Pads Long With Wings and New Security Ultra Thin Overnight Pads With Wings

DALLAS, Sept. 20, 2016 /PRNewswire/ -- The [U by Kotex](#) brand has a passion for new ideas that make things better when it comes to periods, period experiences and the feminine care category. That's why the brand has introduced two new products to help expand its line of unique, colorful and bold products to fit every woman's period needs.

The [U by Kotex Security Ultra Thin Pads Long](#) are super-slim with more length for heavy flow, feature 3D Capture Core to quickly draw in and lock away wetness, are breathable with a cottony Soft Touch cover and have a unique wing shape for a secure fit. The [U by Kotex Security Ultra Thin Overnight Pads](#) are the brand's most absorbent pad yet[†], featuring an extra absorbent zone in the back to help stop leaks and uniquely shaped wings to keep the pad secure in place when you sleep.

"The U by Kotex brand continues to innovate its products with women's needs in mind, so they can be the best version of themselves, whether they have their period or not," said Lauren Kren, U by Kotex brand manager, Kimberly-Clark. "The introduction of these new products is just another opportunity to positively advance the way women think about and experience feminine care."

To improve the way women experience feminine care overall, the brand is also promoting the multifaceted and multi-year [U by Kotex Period Projects](#) – a groundbreaking series of projects, each inspired by a woman who shares the brand's passion for creating real change. The brand, in partnership with one of the largest global organizations for young people and social change, [DoSomething.org](#), is currently in the midst of [Power to the Period](#), the first-ever, national period products donation drive. This second signature project has already generated more than 48,000 participant sign ups and more than 314,000 period products donated to date.

Visit www.UbyKotex.com to learn more about The Period Projects and request a U by Kotex product sample. Follow U by Kotex on [Facebook](#), [Twitter](#) and [Instagram](#) and join the online conversation with [#PeriodProjects](#).

[†] compared to Security Ultra Thin pads

About the U by Kotex Brand

Kimberly-Clark created the feminine care category with the launch of the Kotex brand almost 100 years ago. Today, U by Kotex, a full line of feminine care pads, pantliners and tampons, continues to push category boundaries. By providing outstanding protection and unique design, the brand brings women a better feminine care experience overall.

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's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, U by 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 144-year history of innovation, visit www.Kimberly-Clark.com or follow us on [Facebook](#) or [Twitter](#).

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