

GoodNites Brand Introduces New Discreet Pant To Help Bedwetting Kids Build Confidence

Experts offer advice on how to approach overnight occasions for a summer full of better nights and beyond

NEENAH, Wis., July 2, 2013 /PRNewswire/ -- GoodNites, a Kimberly-Clark brand, is helping bedwetting kids feel confident overnight with a new design that fits more like real underwear. For nearly 20 years, GoodNites has helped parents manage their children's bedwetting condition by providing products to keep bedding drier every night at home and when spending nights away. With summertime comes fun overnight occasions, but for the millions of children who wet the bed, these events can prove out of reach. In many cases, these kids refrain from participating in social events when their nighttime routine makes them self-conscious and even ashamed. New GoodNites Underwear can help kids boost their self-esteem by empowering them to participate without drawing unwanted attention to their condition.

This summer, along with the new design, GoodNites is encouraging parents and children to go "undercover" by managing bedwetting like a top-secret mission. Parents can visit [Facebook.com/GoodNites](https://www.facebook.com/GoodNites) and enter the Undercover Mission Sweepstakes from June 26 through Oct. 1 to unlock code to mission details and weekly spy-themed prizes. All entrants will automatically be in the running for a grand prize of a secret mission trip to Southern California.

"Many parents are unaware that bedwetting is a developmental condition that cannot be overcome through training, and it affects 1 out of every 6 kids between the ages of 4-12 years old," said Jen Wilder, GoodNites brand director for Kimberly-Clark Corp. "We want to provide effective bedwetting solutions and also educate parents on how to best support their child. This new Undercover Mission will help make the journey easier for their children."

Summertime Occasions

To help parents of bedwetters navigate the tricky overnight scenarios that summer presents, GoodNites NiteLite Panelists pediatrician Dr. Wolffe Nadoolman and blogger and author Meagan Francis offer advice to make sure your child stays comfortable and confident every night under the covers. Although every situation differs, your child will always trust you and feel at ease if you talk to him or her about what to expect before these summer events and as you manage the condition throughout the year.

1.) Slumber Party Success

If your child gives you the green light, talking to the host parents can go a long way in having a successful sleepover. Make sure they understand it's a medical condition that your child can't control. Arrange a private place to store GoodNites Underwear and a room where your child can change into them. Stash a dark plastic bag in the backpack to make it easier for your child to dispose of them discreetly in the morning. And be sure to consider sleeping arrangements. Your child, for instance, may feel more comfortable bringing a sleeping bag than sharing a bed or sofa with friends.

2.) Confidence at Summer Camp

It's important to remind your child that nighttime wetting is common, given the millions of children affected.

While your child's condition will probably remain a secret, a good chance exists that other kids will wet their beds at summer camp, and maybe even some in your child's cabin! Summer camp is often the first time your child will be away from home alone, so if he or she agrees, talk to the camp counselors and administrators ahead of time. Similar to sleepovers, find out what accommodations you can make ahead of time to ensure your child's GoodNites Underwear are privately stored and discarded secretly and that your child has a place to change into them comfortably.

3.) Family Vacation Fun

The best way to boost a child's confidence during family vacation is to make sure the rest of the family is compassionate. If siblings are aware of the condition, now is a good time to remind them to respect and love one another. Routines can often get disrupted while on vacation, so make sure to plan itineraries around getting settled each night at a reasonable time so your child can still maintain a similar sleep schedule.

If you're going camping, make sure your child knows that he or she can wake you up at any point during the night to use the bathroom since your child may fear leaving the tent alone. Pack a favorite stuffed animal or storybook to make your child feel more comfortable while away from home.

4.) Spending Time with Grandparents

Given the special relationship between grandparents and grandchildren, parents should privately educate their parents and in-laws about bedwetting and answer any questions. Be sure they understand the sensitivity involved by explaining your child's feelings to them. Also, make sure to pack Bed Mats to keep their sheets dry, or even leave a pack at their house for future overnight visits.

5.) Adventures in Overnight Babysitting

It is essential to hire a babysitter who not only gets along with your child but also is understanding of the situation. If your child is comfortable with you talking to the babysitter beforehand, spend some time explaining to the sitter how prevalent nighttime wetting is.

If your child would prefer that the babysitter doesn't know about his or her condition, teach your child the process of putting on and disposing of GoodNites Underwear in the bathroom so the child can confidently manage it alone when you're not at home. Turn it into an "undercover mission" while you are away, and reward your child when you return.

6.) Less Stress From Out-of-Town Guests

Before your guests arrive, arrange for their sleeping space to be separate from your child's. Ensure that your child still follows the same nighttime routine and don't let visitors get in the way. Also, remind siblings to respect the child's privacy because your child may not want nighttime wetting discussed in front of guests.

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 to learn more about the products and for more bedwetting resources.

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 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](#) and [Twitter](#).

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