

Let's Talk About Bladder Leakage: Depend Brand Builds Underwareness To Help Bring Condition Out Of Hiding And Into Plain View

Depend brand boldly invites Canadians to "Drop Your Pants for Underwareness" and support millions who experience bladder leakage

TORONTO, Aug. 7, 2014 /CNW/ - It is estimated that as many as 3.3 million Canadians experience some form of bladder leakage. So no one has to go at it alone, Depend brand (www.Depend.com) is launching "Drop Your Pants for Underwareness" (www.Underwareness.com) to help break down the stigma of bladder control issues and support the millions of people who experience it.

To kick off this new social movement and help bring the condition into the open, Depend brand showcased live billboard advertisements yesterday at the busy Yonge and Bloor intersection in Toronto. A recent survey conducted amongst members of the Angus Reid Forum revealed that nearly half (47%) of Canadians say they experience slight bladder leakage when laughing, coughing or exercising. And surprisingly, nearly half are under the age of 55. Among those who experience bladder leakage, many say they feel embarrassed, frustrated and less confident when dealing with the health issue.

"Many Canadians who experience bladder leakage worry and live in fear of embarrassment, not even wanting to self-identify with the condition," expressed Nadia Said, Depend Senior Brand Manager, Kimberly-Clark Canada. "After 30 years, the Depend brand is as committed as ever to changing the bladder leakage conversation and helping these people live more active and fulfilling lives. Kimberly-Clark aims to restore dignity, and starting today, we're taking a stand with Underwareness because wearing a different kind of underwear is no big deal."

Depend brand, a leader in the adult care heavy-end incontinence category, is supporting The Simon Foundation for Continence to advance the research, education and awareness of bladder leakage and United Way Worldwide to promote healthy, active and independent living in the United States and Canada.

In addition to the live billboard showcase in Canada, the North American Underwareness campaign will also be supported by TV advertising showing mass support of the social movement; eye-catching and unexpected print and out-of-home advertising; digital partnerships; a launch video showing how Depend employees are leading the charge to support Underwareness and people with bladder leakage; and a robust digital presence at www.Underwareness.com that invites people to Drop Your Pants, view videos and photos and engage with Depend brand.

Join the cause and request a free product sample at www.Underwareness.com.

About the Depend Brand and Kimberly-Clark

Kimberly-Clark's Depend brand, the adult incontinence category leader in North America, is committed to breaking category stigmas, changing the bladder leakage conversation and understanding the needs of those with the condition. This year, the Depend brand is celebrating its 30th anniversary of providing people with

products that help them live an active, fulfilling life. For more information or to request a product sample, visit www.depend.com or follow us on [Facebook](#) or [Twitter](#).

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 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

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