

Kimberly-Clark's U By Kotex Brand Introduces New, Super Premium Extra Pads

Challenges Girls to Put the New Maximum Protection Pads to the Test with "Real Life Demos"

DALLAS, Aug. 1, 2013 /PRNewswire/ -- U by Kotex, an innovative feminine care brand by Kimberly-Clark, has introduced U by Kotex Extra pads – a new, super premium maxi pad designed to keep girls feeling clean and fresh while providing maximum, heavy duty protection. The brand's most absorbent pad yet, U by Kotex Extra pads provide such outstanding protection that the U by Kotex brand invites girls to put it to the test in their own "real life product demos" and experience firsthand how it performs and looks like no other.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/62805-kimberly-clark-u-by-kotex-brand-super-premium-extra-pads>

"The U by Kotex brand knows girls are too smart to believe the absurd, unrealistic demos that some feminine care brands use to prove their products work," said Kanchan Patkar, U by Kotex senior brand manager, Kimberly-Clark. "When it comes to protection, real life is the only test that matters; so we encourage girls to try and see for themselves how the U by Kotex Extra pad protects against their heaviest flows." Girls can receive a free U by Kotex Extra pad sample at ubykotex.com and share the results of their "real life demos" using #demodiaries.

With the launch of U by Kotex Extra pads, the U by Kotex brand now offers a full spectrum of coverage absorbency including U by Kotex Click and Sleek tampons, U by Kotex CleanWear pads and U by Kotex BarelyThere and Curves liners. The new U by Kotex Extra pads have a soft dual cover that keeps wearers clean and dry, an ultra-flexible four-layer absorbency system, and Tru-Fit wings that help prevent bunching and scrunching and keep the pad in place. Like all U by Kotex brand products, U by Kotex Extra pads feature a bold, edgy aesthetic and fun colors that continue to challenge the boring and institutional look of feminine care. The launch of U by Kotex Extra pads is supported by a multi-faceted commercial marketing program, including television, print and online advertising, online demo diaries, digital partnerships and retail support.

About the U by Kotex Product Line and Kimberly-Clark

U by Kotex, a line of feminine care products (tampons, pads and liners) from Kimberly-Clark, provides outstanding product performance complemented by a colorful, cool design and attitude. Since 2010, the brand has shaken up the feminine care category through bold packaging and real talk about periods.

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](#).

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