

Women Deserve The Best Solutions...And Poise Brand Is Now Introducing New Poise Thin-Shape Pads

Designed Specifically for Light Bladder Leakage, New Pads are Up to 40% Thinner*

DALLAS, April 7, 2015 /PRNewswire/ -- Have you ever tried to brush your teeth with a finger? While it's quite possible to do, you probably won't get great results because fingers aren't designed to clean your teeth. You'd be much better off using a toothbrush instead. Similarly period pads are made for periods, but many of the one in three women who experience light bladder leakage (LBL) rely on period pads to take care of their bladder leaks because they are not yet aware of better solutions specifically designed for LBL. When it comes to managing these leaks, women deserve the best options, so to help them make the right choice, Poise brand (www.Poise.com), the light incontinence category leader, has launched new Poise Thin-Shape pads to help more women manage their LBL effectively and with confidence. New Poise Thin-Shape pads are up to 40 percent thinner than original Poise brand pads and are made specifically for those common little leaks triggered by every day occurrences like laughing, sneezing and exercising, with the trusted absorbency of the Poise brand.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7468651-poise-thin-shape-pads/>

Designed to move with a woman's body, new Poise Thin-Shape pads offer comfort and protection with Super Absorbent Material (SAM), a dry touch layer, leak block sides, an Absorb-loc core that quickly locks away wetness and odor and a Thin-Flex design for extraordinary protection that's three times drier than period pads⁺.

"For more than 20 years, the Poise brand has been committed to understanding and creating product innovations that meet women's evolving feminine needs," said Breanna Kuhn, Poise brand manager, Kimberly-Clark. "New Poise Thin-Shape pads are the latest example of that commitment and we encourage women to make the right choice for their LBL and experience the extraordinary difference and outstanding protection that Poise offers vs. period-only pads and liners."

The Poise brand is supporting the launch of new Poise Thin-Shape pads with an unexpected marketing approach and commercial program that lightheartedly encourages women with LBL to take their unused period pads and turn them into something awesome. The program also includes television advertising, digital partnerships, product sampling and retail support.

Visit www.Poise.com to learn more about new Poise Thin-Shape pads, request a free product sample and share lighthearted thoughts on how you just might #RecycleYourPeriodPad.

*than original Poise brand pads

⁺vs. leading similar-sized period-only pads and liners where most needed

About the Poise Brand and Kimberly-Clark

Launched in 1992 by Kimberly-Clark Corporation, Poise brand is the market leader in Light Bladder Leakage protection products for women. Poise pads and liners come in three different forms (liners, ultra thins and pads), five absorbencies and offer custom product features such as longer length and wings. For more information and to request a free consumer sample kit, visit www.Poise.com (www.Poise.com).

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 143-year history of innovation, visit www.Kimberly-Clark.com or follow us on [Facebook](#) or [Twitter](#).

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For further information: Raina Bahu, Marina Maher Communications LLC, 212-485-1655, rbahu@mahercomm.com; Terry Balluck, Kimberly-Clark, 972-281-1397, terry.balluck@kcc.com

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